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The Desert Sun

and PALM SPRINGS NEWS

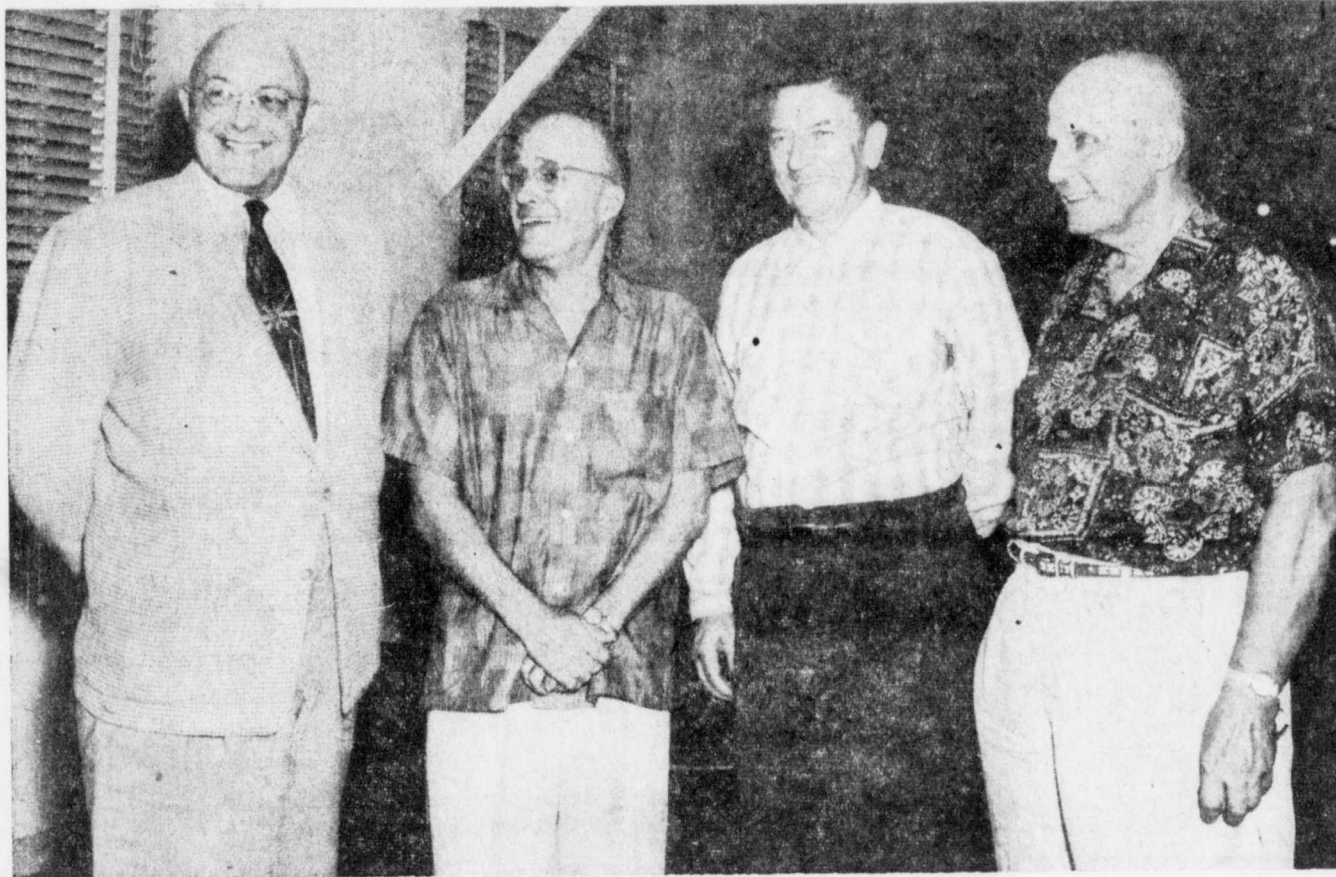
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3 Sections — 22 Pages

Palm Springs, California, Thursday, September 30, 1954

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DISCUSS COACHELLA VALLEY PROBLEMS — Spearheading discussion of desert problems before a large gathering of people at the Coachella Valley Advisory Planning Committee meeting Tuesday evening at the Palm Springs city council chambers.

were, left to right, Supervisor Homer Varner; CVAPC President Paul Clark of Cathedral City; Desert County, Inc., President Ted Smith of Rancho Mirage, and L. C. Lewis of Cathedral City, member of the county planning commission.

CVAPC Told New County Not Far Off

"We will have all the facts in six months, and a new county can be completed in 18 months."

This was the statement made by Ted Smith, chairman of Desert County, Inc., at a meeting Tuesday night at the council chambers in Palm Springs, of the Coachella Valley Advisory Planning Committee.

A file of articles of Incorporation has been drawn for the new county, and action will be taken for the approval of them at an early date.

LEADING A MOVEMENT for the formation of the new Desert County, Smith spoke before about 50 persons and reported on the findings of the Riverside county grand jury during their hearings in the Coachella area. His comment included such failings of the present county setup as poor policing of this area, and noted especially that Riverside county received \$596,000 of state funds for county-wide improvements, not one cent of which was spent in this district.

He hit hard poor cooperation between this district and the board of supervisors, who "were going to vote 4 to 1 in favor of the cement plant, and who would stand 3 or 4 against rezoning for the quarterhorse race track near Palm Springs."

SMITH BROKE down the reasons for formation of a new county by saying that it was not only physical boundaries that set one part of a county away from another, but community interest that is ever so important in determining a county's boundaries.

Steps to be taken by the organization in forming the new county are: first, the signing of a petition by 8% of the voters registered at the last gubernatorial election, and then an election will be held in the existing county, with a necessary vote of 50% of those outside the area of the new county and 65% of those within its limits. Following the election, the new county must have the approval of the California legislature.

DESSERT COUNTY, INC. has set up plans for the first year of operation of group. A working committee of vice-presidents will be formed.

See COUNTY, Page 6a

HOSPITAL BOND ISSUE ARGUED BEFORE CVAPC

Proposed bond issue of one and one-half million dollars for a new modernized addition to the county general hospital at Arlington was a major topic before the Coachella Valley Advisory Planning Committee at its meeting Tuesday night at city council chambers here.

Following an explanation of the proposed bond issue by Supervisor Homer Varner, President Paul Clark of the CVAPC said he will appoint a committee to thoroughly go into the question and report back at the next meeting of the organization.

VARNER EXPLAINED the proposal to the gathering. He said supervisors plan to call the bond election as early as possible next year.

The supervisor from this district touched upon the possibility of obtaining a branch of the county hospital for the desert area and listed statistics showing the need of such a move.

He urged the CVAPC to appoint a subcommittee to investigate the proposal to obtain a branch hospital for the desert area.

MANY DOCTORS from the Coachella Valley area were present at the meeting and aired their views on the proposal to bring a branch general hospital to this area.

Dr. V. M. Summers, medical superintendent of the county hospital sent a letter to the meeting in which he stated that the hospital branch would

not be a solution to the existing problem.

Dr. Ralph Pawley, who works with the staff of the county hospital said, "All local hospitals are being paid by the county to handle county patients, and I think that doctors would be happier to leave things just as they are. We have some things to straighten out, as this new program has only been underway for three months, but it is working out well."

Dr. Clare S. Johnson of Mecca took the other side of the question and said that he believed that because this branch will take three and one-half to five or even six years to complete, people of this area should plan for the future. "We must plan to give the taxpayer the benefit of their tax dollar, and aid them with a county hospital branch here."

DR. WILLIAM ELLIOTT, Palm Springs physician and surgeon, in addition to Dr. Pawley's comment said that the location would be hard to fix and that a new hospital here would definitely form a hardship on local doctors, because they would not be able to get approved internship help. Dr. Elliott added that because of the seasonal operation here, many doctors leave this area in the summer time and that would force an even greater problem.

See HOSPITAL, Page 6a

Open Canyons to Public on Friday

The famed Indian canyons, Palm and Andreas, will be opened to the public for the 1954-55 season on Friday, October 15, it was announced this week by the Agua Caliente Tribal Council.

Hours will be from 9 a.m. to 5 p.m., with the same rates as last year in effect. They are: 25 cents for children over 12, 50 cents for adults, and children under 12 to be admitted free.

Works on maintenance and repair has been under way for some time, and will continue after the opening until completed.

Jury Report Hits at Two Supervisors

Supervisors William Jones, chairman of the county board, and Roman Warren were, by implication, named as the targets of the grand jury's attack on inefficiency in county government.

In a preliminary report Monday, the jury said it was convinced that three supervisors—Homer Varner, Irwin Hayden and Sherman Lewis—are doing a "conscientious job."

That left Jones and Warren as bearing the blame.

EARLIER THE JURORS had said that "some unnamed supervisors had failed to do what

See JURORS, Page 4a

Inside of the Sun

What's going on here during the blossoming of a big new season? To find out, see Bill Rashall's UNEDITED on Page 5c today. What's doing among Villagers and visitors? Hildy Crawford has the answer on Pages 1 to 4c. Also in that same rich section, if you want to read for profit, don't overlook the classified pages presided over by Rita Darwin. Many comments have been made to The Sun on remarkable results in these pages. On 6 and 7c today.

Cathedral City 7b
Classifieds 6-7c
Church News 7c
Desert Hot Springs 2b
Editorial Features 6b
La Quinta 3b
Palm Desert 3b
Publisher's Corner 6b
Rashall Unedited 5c
Social News 1, 2, 3, 4c
Sports 4-5a
This Side of the Sun 6b
Thousand Palms 8b

Plans are being finalized this week for the Chamber of Commerce sponsored promotional seminar, designed to acquaint Villagers with the many ways in which they can do a top out-of-town selling job for themselves at little or no expense.

The seminar, featuring a panel of well informed and highly successful experts on each phase of promotion, news and publicity, will be held from 9:30 a.m. to noon, Tuesday, October 5, in the Chi Chi Starlite Room.

The public is urged to attend.

Promotional Seminar Set for Tuesday

See SEMINAR, Page 6a

JAYCEE DERIDES SENIOR CHAMBER IN REPLY TO SOFTBALL CHALLENGE

In a swashbuckling reaction to a story appearing in the Monday issue of The Desert Sun, the Junior Chamber of Commerce of Palm Springs has drawn up the following memorandum concerning their upcoming softball game against the Senior Chamber of Commerce.

With the obviously false courage of a Banzai regiment, they recklessly worded their communication as follows:

"Subject: Extra beds needed at Desert Hospital.
"Date: Evening of October 11.

"Reason: At that time the Junior and Senior Chambers of Palm Springs will meet, head-on, in an utterly fantastic softball game.

"Place: Polo Grounds.

"IT WAS LEARNED today that there was an initial reluctance on the part of Jaycee members to sign up for their team because they thought the Seniors would be forced to hire able-bodied ringers in order to field any team. On learning in The Desert Sun the truly pitiable, ancient, and debilitated

caliber of the opposition, the entire Jaycee membership, including two who haven't been outdoors after dark in years and several dozen who have been inactive for ages, rushed to volunteer. The Jaycees are also expecting a terrific increase in membership from vigorous young types who have been searching for just such a public chance at their employers.

"THE JAYCEES hope that everyone will turn out for this

See SOFTBALL, Page 5a

Desert Area Residents Protest Smoke Threat

Two Million Seen as Top School Need

Board Discusses All Angles of Proposed Issue

Add and subtract, change and revise—until the finished product represents all the needs of the Palm Springs Unified School District for the next 10 years and is ready to be presented to the voters of the district in a bond issue.

Board of education at its fourth meeting this month again considered all the needs of the district, made some deletions and added other items—and still came to the conclusion that a bond issue between \$1,500,000 and \$2,000,000 will be needed.

MORE DISCUSSION is expected at the next regular meeting of the board Thursday, October 14, and after the board is in agreement on proposed needs, representatives of civic groups will be invited to attend special meetings to correlate their thinking with the board's plans.

To prepare a cost estimate for the proposed 999-seat auditorium, the board retained the firm of Williams, Clark and Frey to make preliminary studies on design, in order to determine the type of auditorium needed by the schools.

A FEE OF \$1,000 was authorized, with this amount to be absorbed by the architects if the bond issue is approved, and they are designated as architects for the project. The board at the meeting made known its intention to retain this firm for work on all projects to be included in the bond issue.

Williams, Clark and Frey will present their auditorium report to the board at the October 14 meeting. In the meantime, members of the board and architects will visit schools at Burbank and Brawley. Previous visits by the board were made to Montebello and Colton.

See SCHOOL, Page 6a

Make it Legal

The Plaza was closed to traffic yesterday and will be again today, to comply with the law which requires that a privately-owned thoroughfare must be closed at least 24 hours a year to keep from becoming a public thoroughfare.

While it is closed to traffic it is being re-topped.

School Enrollment Now 1750, Report

Enrollment in the Palm Springs Unified School District has shown an increase of 50 over last week, with 1750 students in classes as of Tuesday, Dr. Arthur G. Hoff, schools superintendent, reported.

The figure now is 110 more than last year at this time.



RETURNS HOME — Bill Breitwig, city humane officer, was surprised Sunday morning when he arrived at the Palm Springs Animal Shelter and found that Princess had returned there from the home where she had been placed the day before. Not satisfied with waiting outside the fence, the dog had dug a hole underneath and crawled into the enclosure.

She Loves the Place

DOG DIGS WAY BACK INTO ANIMAL SHELTER

Home, Sweet Home!

To Princess, a year and a half old German Shepherd, that's the Palm Springs Animal Shelter, 4920 East Ramon road.

She had been at the shelter for six days when Humane Officer Bill Breitwig on Saturday found her a home with the Frank Segundo family.

Sunday morning, when Breitwig arrived at the shelter, there was Princess inside

the fence. She had returned during the night, dug a hole under the fence and crawled back inside.

The trip back to the shelter covered about half a mile. Princess was returned to her new home Monday.

This is the first time a dog has gone through all that trouble to return to captivity, Breitwig said. Dogs have returned before, but always wait outside the gate, he added.

FULL PROGRAM OF FUN PLANNED FOR KIDS DAY

Attention all kids: The Palm Springs Branch of the International Kiwanis club invites all kids from six to 13 to be their guests Saturday, October 9, for a day of fun, food and laughter.

Gargantuan the clown will give away balloons. The day will include free lunch and a free movie.

Kick-off of this great jam-boree will be a Pet show at 11 a.m. with prizes for the most unusual, the funniest, most beautiful, most talented, most

likely to succeed and the most ridiculous, pets. Even the pet that is "The Most" will receive one of the many fine prizes.

All pets — anything that breathes, from a donkey to a flea, will qualify.

THE WHISTLE BLOWS at noon, and it's time out for lunch, hot dogs, ice cream and cool drinks. Earle Strebe is putting on a special matinee which will be shown at the Palm Springs

See KIDS DAY, Page 6a

Palm Valley School Opens for New Term on Monday

Parents of students planning to attend Palm Valley School, private coeducational day school, are urged to complete registration for their sons or daughters by Saturday of this week, J. Blake Field, owner-director, asked today.

School term starts Monday, October 4, with classes scheduled the first day.

By registering before the start of school, it will enable officials to plan for transportation and classroom placement, Field said.

A record enrollment is forecast for the year, but the same principle of small classes and a large amount of individual attention will be continued. This feature has proved very popular in the previous two years of the school's operation.

The faculty was completed last week with the naming of John Cronholm as history and social studies and seventh and eighth grade subjects teacher, and also director of the swimming and athletic program.

Cronholm, son of Mr. and Mrs. Frederick Cronholm of Desert Hot Springs, is a graduate of Yale university where he

First Round in Battle on Plant Won

Asphalt Mixer Installation is Object of Attack

By DON KLOTZBUECHER (Photo shown below)

Desert area residents, who have become more and more conscious of the clear air value to their economy due to the recent Culberson controversy, this week won the first round of a battle to keep Hicks and Allred, Cathedral City contractors, from operating an asphalt mixer plant near Midway.

County authorities are preparing a "cease and desist" order which will either be sent or delivered to the desert contractors.

THE PLANT STARTED operations Monday, without zoning authorization from the county planning commission. It is located in a canyon just off Highway 111 at the westerly edge of the unincorporated settlement.

The planning commission had started its investigation earlier, after being notified by The Desert Sun that equipment was being moved into the area. An investigator came here at the request of L. C. Lewis, of Cathedral City, commission member, to check the possibility of smoke nuisance.

Additional protests are expected in the near future, Billy said. In telling of the plant starting operations Monday, he said that it was "fired four times that day," and each time emitted "clouds of black smoke."

H. Hicks, co-owner of Hicks and Allred, who contacted about the operation of the plant, said that any smoke caused would be of the same quality resulting from temporary operation in the past, and would not cause a nuisance to nearby residents.

An on-the-spot check by a Desert Sun reporter, photo-grapher revealed that the smoke caused did not travel in any one direction, with the wind shifting twice in a period of about five minutes.

Approve Extension of Parking Lease

Agua Caliente Tribal council Tuesday approved extension of The Center's lease on parking facilities located next to the local Indian Agency office in the 100 block of North Indian avenue.

See CENTER, Page 6a

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See CENTER, Page 6a

VILLAGE

PALM SPRINGS

PHONE 4384

Thurs., Fri., Sat.
Sept. 30 - Oct. 1-2

BIG AS THE OCEAN!

THE CAINE MUTINY

HUMPHREY BOGART - JOSE FERRER
VAN JOHNSON - FRED McMURRAY

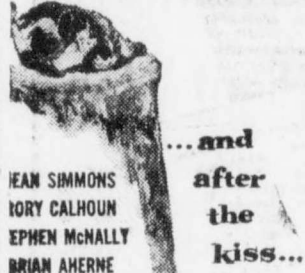
—SHOW TIMES—
Thurs. & Fri. — 7:00 & 9:30
Saturday — 4:15 - 6:45 - 9:15

**PRE-SEASON
SPECIAL**

ALL WEEK
October 3 thru 9
General Admission

65c

SUNDAY — OCT. 3
1:45 - 4:35 - 7:30 - 10:25



also—
3:25 - 6:15 - 9:05

**ADVENTURE
ON A MIGHTY SCALE!**



**KHYBER
PATROL**

Hotel Division in First Meeting

Advisory committee of the Hotel Division of the Chamber of Commerce in its first meeting of the new season last week had many matters on the agenda including the regular formation of a Hotel Division within the Chamber with its own set of by-laws, breakfast meetings, conventions, resurfacing of Palm Canyon drive and publicity.

Discussion of the plan for separate by-laws for the Hotel Division was continued until the next meeting.

The committee decided that three regular breakfast meetings should be held during the season, November 2 at Sunny Cove, January 11 at Deep Well Inn and the third, after Desert Circus week.

The Desert Sun—2nd and PALM SPRINGS NEWS PALM SPRINGS, CALIFORNIA Thursday, September 30, 1954

Gem Society to Meet Tomorrow

Shadow Mountain Gem and Mineral Society will open its fall meeting with a polluck dinner tomorrow evening at 6 o'clock in the Palm Desert Community church.

Speaker of the evening will be John W. Hilton, artist, author, naturalist, explorer, musician, diamond appraiser and jewelry designer. Hilton has been a colorful figure on the desert for many years.

PLAZA THEATRE

Ends Tonight Thursday, September 30
Shows at 7:00 and 9:15

Alfred Hitchcock's Masterpiece

"DIAL M FOR MURDER"

Color by Warnercolor

STARTS FRIDAY OCTOBER 1

ONE PERFORMANCE NIGHTLY

Doors open 7 P.M. Show Starts 7:30

GREATER THAN EVER ON WIDE SCREEN!

FULL LENGTH!
3 hours and 40 minutes
of thrills!

DAVID O. SELZNICK'S Production of
MARGARET MITCHELL'S Story of Old South

GONE WITH THE WIND

TECHNICOLOR



Starring

CLARK GABLE

VIVIEN LEIGH

LESLIE HOWARD · OLIVIA de HAVILLAND

A SELZNICK INTERNATIONAL PICTURE

Directed by VICTOR FLEMING—Screen Play by SIDNEY HOWARD

MUSIC BY MAX STEINER

SUNAIR DRIVE-IN THEATRE

Show Times — Monday thru Saturday — 6:45
EARLY BIRD SHOW EVERY SUNDAY — Show starts at Dusk

WED., THURS., FRI., SAT

SEPT. 29-30, OCT. 1-2

**An UNHOLY LOVE that defied the
LAWS OF THE DEVIL HIMSELF...**

Savagery!

Spectacle!

Fury!



starring JENNIFER JONES
GREGORY PECK · JOSEPH COTTEN

LIONEL BARRYMORE · HERBERT MARSHALL · LILLIAN GISH
WALTER HUSTON · CHARLES BOYKOFF · WITH A CAST OF 2500

**DUEL
in the SUN**

Technicolor

... Built by the devil
TO DRIVE MEN CRAZY!

and "VIVA ZAPATA" with Marlon Brando, Jean Peters
and Anthony Quinn



SUNAIR DRIVE-IN THEATRE

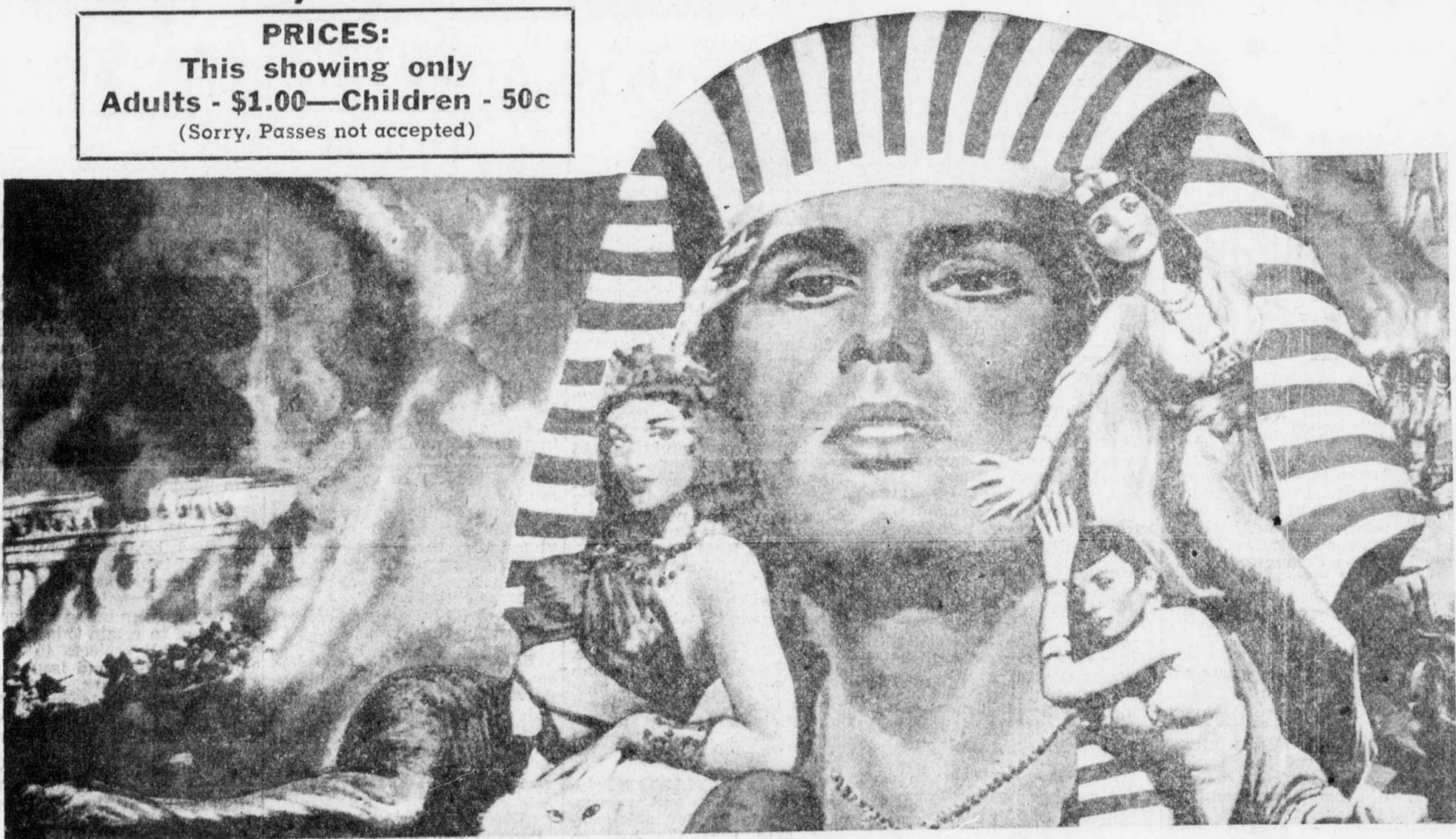
We're proud to present as our first CinemaScope showing

The DESERT PREMIERE of "The EGYPTIAN"

SUNDAY, OCT. 3 - - for one BIG WEEK

PRICES:

This showing only
Adults - \$1.00—Children - 50c
(Sorry, Passes not accepted)



*"I, Sinuhe, the Egyptian,
have forsaken eternity and everlasting life
for the perfection of love..."*

"I committed every crime against man, woman and the gods. I took the innocence of Merit, a tavern maid, who bore me a son. I surrendered my parents hope of immortality to Nefer, shameless temptress of Babylon. I committed the sin of sins, with Princess Baketamon, who coveted the throne of Egypt!"

Before your eyes, "The Egyptian" comes to life! The graven images become flesh-and-blood realities. The ancient hieroglyphics become transformed into living vistas. The Rivers of Babylon flow once again in the wrong direction. The Forbidden Land of the Hittites and the Pyramids of the Nile relive their golden age.

20th Century-Fox presents DARRYL F. ZANUCK'S production of

THE EGYPTIAN

Photographed With The Revolutionary New Anamorphic Lens In

CINEMASCOPE

starring Jean SIMMONS · Victor MATURE · Gene TIERNEY · Michael WILDING · Bella DARVI · Peter USTINOV

and Edmund PURDOM as The Egyptian

Show Time
Mon.thru Sat.—6:45

Early Bird Show
Every Sunday—
Show Starts at Dusk

Knight to Speak at Banning Rally Tomorrow Night

Many Villagers are expected to go to Banning tomorrow night to hear Gov. Goodwin J. Knight in one of the major speeches of his campaign for reelection in office.

He will speak at a dinner meeting at the Women's club-house in Banning at 7 p.m.

His talk will climax a one-day swing through Riverside and San Bernardino counties and he is expected back in the county October 22 during dedication ceremonies for the University of California at Riverside.

Dilworth to Aid Highway Plea

State Senator Nelson Dilworth, in word to county supervisors Monday promised all-out aid in their request to the state highway commission to give a high priority to construction of an improved highway through the mountains between Beaumont and the top of Box Springs grade along Highway 60, the route to the county seat at Riverside.



WORLD SERIES

Broadcast for the first time in Palm Springs 9:45 a.m. — KCMJ 1340 on your Dial

The Desert Sun—3rd and PALM SPRINGS NEWS PALM SPRINGS, CALIFORNIA Thursday, September 30, 1954



AT BANNING—Gov. Goodwin J. Knight, of California, who will speak tomorrow night at Banning.

KEEP COOL
Fox Theatre Banning
PHONE 3714
Open Even. — 6:45
Sat. & Sun. cont. from 1:45
COOLED BY REFRIGERATION

Thurs., Fri., Sat.
Sept. 30 - Oct. 1-2
DAVID O. SELZNICK'S
"DUEL IN THE SUN"
with JENNIFER JONES
JOSEPH COTTEN
GREGORY PECK
—also—
'Khyber Patrol'
Sun., Mon., Tues., Oct. 3-4-5
"PRIVATE HELL '36"
with IDA LUPINO
HOWARD DUFF
Also on the same Program
"OVERLAND PACIFIC"
Wed., Thurs., Fri., Sat.
October 6-7-8-9
All Technicolor Program
"GAMBLER from NATCHEZ"
with DALE ROBINSON
DEBRA PAGET
—also—
VAN HEFLIN in
"THE RAID"

Chi-Chi Starlite Room
FRIDAY, SEPT. 24
CHARLEY CHANEY
Beloved Madcap
★ ★ ★
LLOYD & SUSAN WILLIS
DIRECT FROM CHEZ PAREE, CHICAGO
and
Paddy Wing
ENTERTAINER IN HIS FIRST WEST COAST APPEARANCE
★ ★ ★
Dancing to
BILL ALEXANDER
and His Orchestra
★ ★ ★
NO COVER -- NO MINIMUM
Except Saturdays
★ ★ ★
Reservations
PHONE 7391 or 5133

PALM SPRINGS SAFEWAY REMODELED

- ADDED DAIRY CASES
- ADDED REFRIGERATED PRODUCE
- ADDED GROCERY SPACE

- 35' ADDED FROZEN FOOD CASES
- "NEW LOOK" STORE INTERIOR
- ADDED ICE CREAM CASE

Come Visit This Re-modeled Safeway, Note the Many Features for Your Convenience

4 coffees for 4 kinds of coffee lovers!

If you're fond of a really rich coffee, choose EDWARDS
1-lb. can **99¢**
Your choice of vacuum-packed grades

If you adore real and rich coffee, but want it quick...
INSTANT EDWARDS
2-oz. jar **55¢**
(4-oz. jar, 1.09.)

If you're devoted to flavor that matches aroma, take NOB HILL
1-lb. bag **93¢**
Whole-bean freshness—ground when you buy

If you're enamored of mellow coffee flavor, select AIRWAY
1-lb. bag **91¢**
Whole-bean freshness—ground when you buy

SUGAR UNION BRAND Fine Granulated. 5-lb. bag **47¢** 10-lb. bag **93¢**

TOMATO SAUCE DEL MONTE or HUNTS 8-oz. cans **3** 19¢
(TASTE TELLS TOMATO SAUCE, 8-oz. cans, 3 for 17c.)

SALAD DRESSING MIRACLE WHIP or DUCHESS quart jar **53¢**

LUNCH BOX SPREAD Perfect for Sandwich Snacks! pint jar **36¢**

SPAGHETTI Franco-American Perfect with Meat Balls! 2 15 1/4-oz. cans **25¢**
(19 3/4-oz. can, 2 for 35c.)

HEINZ KETCHUP Famous Brand. Quality! 14-oz. bottle **21¢**

MD TISSUE In Poly Bag. 8 rolls **79¢**

FIG BARS Melrose brand. 2 -lb. bag **49¢**

Hydrox Cookies Sunshine Brand (12-oz., 33c.) 7 1/2-oz. pkg. **21¢**

Graham Crackers Pirates Gold 1-lb. pkg. **29¢**

Cinch Cake Mix White, Devil Fudge, Golden. 17-oz. pkg. **35¢**

SHORTENING CRISCO ROYAL SATIN
3-lb. can **89¢** 3-lb. can **79¢**

COTTAGE CHEESE Lucerne Blossom Time Best you can buy! Cream, Farmer, or Chive Style. pint carton **21¢**
(Farmer, Cream, 1/2 pint ctn., 12c.)

Crisp, juicy Apples

WASHINGTON JONATHANS lb. **10¢**
Crisp, juicy, fine for eating. A school-lunch must!

YELLOW ONIONS MEDIUM SIZE lb. **3¢**

CELERY UTAH TYPE. Freshly cut. Delicious in salads, soups, or eat "as is" lb. **6¢**

FIRST QUALITY BUTTER MONTROSE U.S. Certified Grade AA. Foil wrapped quarters. **69¢** 1-lb. ctn.

DANISH Grade AA, First Quality, Quartered, Cartoned. **69¢** 1-lb. ctn.

BONUS QUALITY LUCERNE AGAIN THE WINNER!

At Los Angeles County Fair, Lucerne had highest percentage of dairy farmers winning Gold Medals — 50%, beating out all competition.

Homogenized Milk quart carton **20 1/2¢**

Nonfat Milk quart ctn. **11¢** half gallon **21¢**
Lucerne prices in local milk area.

Fresh Frying Chickens

Chicken eaters, young and old alike, will enjoy the wonderful flavor of these Grade A fresh fryers.

48¢ CUT-UP lb.

FRANKFURTERS SOMERSET 1-lb. No. 1 Skinless. pkg. **45¢**

CORNER BEEF BONELESS BRISKET USDA Choice Beef. lb. **49¢**

Beef Liver Wholesome Economical lb. **39¢**

Veal Rolls Boneless For Roasting lb. **49¢**

Halibut Steaks Captain's Choice lb. **53¢**

Fish Sticks Four Fishermen 10-oz. pkg. **49¢**

GROUND BEEF Made from whole sides of beef, and packed in Visking under State inspection. A real meat value! lb. **39¢**

Typical Safeway Values

Canned Peas Sugar Bells 17-oz. can **17¢**

Salad Olives California Gift With Pimiento 8-oz. jar **39¢**

Dried Beef Kingan Sliced 2 1/2-oz. jar **27¢**

Instant Puddings 3 pkgs. **29¢**

Jell-Well, Chocolate or Vanilla.

Black Pepper Crown Colony 1 1/2-oz. can **19¢**

Dog Food Ken-L-Ration with Chlorophyll 16-oz. can **16¢**

White Magic Soap 23-oz. pkg. **29¢**

Granulated. (46-oz. pkg., 55c.)

Aero Wax No Rubbing 16-oz. can **39¢** PLUS TAX
(32-oz. can, 65c plus tax.)

STOP BULB SNATCHING Stock up today on light globes!

25-watt ea. **16¢** 60-watt ea. **17¢** 75, 100-watt ea. **19¢**

150-watt each **23¢** 3-way Life each **71¢**

CANDY SPECIAL Roxbury Jelly Beans... **29¢**

FRESH EGGS Cream O' the Crop brand, finest you can buy! Freshness protected by refrigeration from ranch until you buy!

LARGE SIZE GRADE AA doz. **57¢**

Bel-air FROZEN FOODS You pay no premium for premium quality when you buy Bel-air at your local Safeway store.

Grape Juice 2 6-oz. cans **29¢**

Sliced Peaches 10-oz. pkg. **19¢**

Monte Cristo Wines 8th **76¢**
California Port, Sherry, Muscatel. (Pale Sherry, fifth, 79c.)
Wine is offered only in licensed Safeways. Taxes are additional.

WATER SOFTENER White King Brand. 28-oz. **24¢** PLUS TAX
(57-oz. pkg., 47c plus tax.)

LIQUID BLEACH WHITE MAGIC CLOROX
1/2-gal. **26¢** PLUS TAX 1/2-gal. **28¢** PLUS TAX
gal. **43¢** PLUS TAX gal. **47¢** PLUS TAX

PRICES EFFECTIVE THURS., FRI., SAT., SEPTEMBER 30, OCTOBER 1, 2, 1954, AT SAFEWAY STORES IN THIS AREA.
Right to limit reserved. No sales to dealers. Sales tax collected on taxable items.

Shop SAFEWAY

Air Conditioned

350 So. Palm Canyon Drive . . .

STORE HOURS Mon. thru Sat. 9 a. m. to 8 p. m.
Sunday 9 a. m. to 6 p. m.

Thunderbird Golf Play to Start Oct. 22

Formal Opening
November 6, First
Tourney, Nov. 22

Thunderbird Country Club will open for the 1954-55 season on Friday, October 22, Manager Si Slocum announced this week. Members will find the fairways and greens in excellent condition, with J. D. Kilpatrick, one of the top greens keepers in America, and his crew having done an outstanding job during the summer months. The gardens have been landscaped under the direction of John Grant, who is starting his eighth season at Thunderbird.

The kitchen will be in charge of Chef Steve Yankovich, who will be returning for his third season at Thunderbird, along with his corps of culinary experts. John Dawson, club president, has set Saturday, November 6, as the date for the formal opening, and there will be a party to celebrate the occasion.

First tournament of the season will be the annual Ladies' Invitational from November 15 to 18, with Mrs. Lou Manseau acting as chairman. Following this tournament will be the Pro-Amateur December 7 to 10, and the annual Member-Guest tournament scheduled for December 18 and 19.

Leaves Wallet, Gone

Loss of a red wallet containing \$37 in cash and personal identification was reported to police Tuesday by Ann Rodin of Los Angeles. Mrs. Rodin said that she had forgotten the wallet while in a local store, and when she returned a few minutes later it had disappeared.

Winter League Session Planned Tomorrow Night

Meeting of representatives of teams entered in El Centro Winter Baseball League, scheduled for last Friday, was postponed to this Friday, and will be held in El Centro.

Representing El Mirador Baseball team, co-sponsored by the city recreation department and El Mirador Hotel, will be Howard Haddock, recreation director.

Other teams expected to be represented are Mexicali, Tijuana, El Centro, Brawley and Riverside.

Manager of El Mirador team is Warren Linville, and persons with previous baseball experience who wish to play on the team are asked to contact him at 2987, or Haddock at 2202.

L.A. Fair Meet Ends Saturday

Stakes start of the Los Angeles County Fair race meeting at Pomona get their final shot at a \$10,000 purse Saturday as the 14-day season comes to a close with the running of the Southern California Handicap at a mile and one furlong.

Now that the stranglehold on Pomona stakes held for so long by Deerwood Stock Farm's Dawn Lark has been broken, it is expected that a full field of routers will test the Deerwood performer in the Southern California. Last Saturday Dawn Lark fell victim to the combined jinx of 124 pounds and the front-running tactics of Rex C. Ellsworth's My Heroine to finish a well beaten third in the Los Angeles County Fair Handicap over the Pomona Course. It marked Dawn Lark's first defeat in five stakes outings here dating back to early last season.

Indians to Open Home Grid Play Tomorrow Night

The 1954 edition of the Palm Springs Indians will be unveiled before local fans tomorrow, Friday night, when they meet the powerful Brea-Olinda team at the local high school grid field. Game time is 8 p.m. It will be a limited preview though, as two and possibly three of the local stars will be held out of action to avoid any aggravation of minor injuries.

COACH CLARE BALLACH reported that quarterback Bill Brubaker will definitely miss the game, and halfback Alvin Harrison is listed as a doubtful starter. Both missed the initial game of the season which Palm Springs lost to Chino 14 to 12. Suffering a minor injury in that game was John Laster, star end, who may be held out of action too.

Ballach expressed pleasure with the team's showing at Chino, and said that the score should have been 12 to 7, with the Indians winning. A mix-up in signals resulting in the Chino team taking over the ball deep in Indian territory, and then failing to score with only minutes remaining in the game.

He cited the play of Jody Robles, Chuck Martin and Dave Tichenor as outstanding, and said the whole team started rolling after the first quarter.

BREA-OLINDA routed Perris in its opener last Friday 32 to 7, and displayed a fine team. Ballach scouted the game himself.

Local fans will see their new scoreboard for the first time in this game. A fund-raising drive by the Business Women's club and school organizations was responsible for its purchase last fall.

Tickets for the game tomorrow night go on sale at 7 p.m. at the field.

Littler Sixth in "World Series" Golf Tournament

Gene Littler, representing Thunderbird Country Club, tied for sixth place with Jerry Barber in the \$40,000 "world series of golf," in Washington, D.C. He was tied with the eventual winner, Marty Furgol, at the halfway mark, each having 135 for the 36 holes. Littler fell behind with 75 and 72 on the last two rounds.

Furgol received \$7,500 for the win, with Littler earning \$1,500 for his sixth place tie.

Dr. Taylor Wins State Amateur

Dr. Frank "Bud" Taylor, winner of several tournaments here in past years, on Sunday won the California Amateur Golf Championship with a 3 and 2 decision over Walt Gilliam of Burlingame.

The Desert Sun and PALM SPRINGS NEWS

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Learned His Golf from Morrison



George Washington Lewis, III, of Shelter Island, N.Y., is a 16-year-old Morrison book student who recently finished third in the Journal-American Junior L.L. medal event and reached the semi-finals of the Long Island Junior Championship, proving good golf can be learned from books.

By ALEX J. MORRISON

THE CASE of George Washington Lewis, III, is brought to your attention because it holds one of the best lessons to be learned about golf and yourself.

One of my best friends writes about him: "Your youthful protégé, George Washington Lewis, III, is 16 now, tall, gangling and really terrific. Last year I could beat him occasionally, but now I need plenty of strokes. Twice he threw 69's at me and he rarely goes over par. I'm enclosing some action pictures, not posed, of George's impact and follow through positions. His backswing is no longer than that of Gene Littler shown in one of your recent articles."

"GEORGE HAS plenty of hip action as his pictures show. He's long and straight with good shots and plays his approach beautifully. On the greens he's deadly. He has to be his home course, Gardner's Bay C. C., on Shelter Island, is tough. George calls the dog-leg 560-yard sixth his birdie hole and darned if he doesn't always get home with a driver and spoon. When he fills out—he grew almost 10 inches during the past year—he'll belt them a mile."

"He's a serious student of your teachings. I saw his copy of your book which you photographed a few weeks ago. It is dog-eared from continuous use. Since he tries hard to follow your teachings properly and practices diligently for hours every day I thought you might look over his pictures and offer some suggestions. I assure you they'll be greatly appreciated."

FIRST, my thanks to this friend for this opportunity. Second, my gratitude to George Washington Lewis, III, for all of his efforts to follow my

written instructions. Such efforts afford me teacher satisfaction far greater than I ever have received from any other source such as the personal work with amateurs and pros.

No matter how much this work improved their performances. Herein lies the lesson for all golfers. By placing the job to be done before consideration for self, as did George Washington Lewis, III, both the pupil and the instructor he is trying to follow get a better deal. No pupil can properly judge the worth of any instruction until he has put it into practice. Mighty few golfers have learned to do this.

In George's case I can send him written suggestions about corrections to be made in his technique for swinging and shot making with the feeling that all or most of them will be practiced.

(Distributed by King Features Syndicate)

Micro-Midgets to Race Again Saturday Night

Racing recipe for Micro-Midget menu to be served Saturday night, October 2, at the Palm Springs Polo Grounds area:

"Take one very small but powerful engine, add one cupful of potent motor fuel, install in a minute 4-wheeled chassis, add one full-grown driver. Make about 20 of these and place in a tenth of a mile oval, and rotate very rapidly in a counter-clockwise direction. Serve about 8 p.m. to enthusiastic guests."

This "menu" of Micro-Midget racing will be served again by popular demand by Track Host H. R. "Slim" Kahl as the first of a series of Saturday night racing shows. Others are scheduled for October 16 and 30.

Featured Saturday night will be the Micro-Maniacs from Los Angeles and the Thunderbugs from El Centro.

Trials start at 6:45 p.m., with the first race set for 8 p.m. Scheduled are three-lap trophy dashes, six-lap races, 20-lap main events, and a 10-lap run-off.

Races in past months attracted between 300 and 500 fans each night, with enthusiasm increasing every race.

The Desert Sun—4¢ and PALM SPRINGS NEWS PALM SPRINGS, CALIFORNIA Thursday, September 30, 1954

Tom Selman, Pat Martin Winners in KC Tourney

Tom Selman, grand knight of the local council, won the handicapped division of the Knights of Columbus golf tournament at Tamarisk Country Club Sunday. He had a net 72, shooting a 106 with a 34 handicap.

Forty-five golfers, KC members and guests, entered the 18-hole first annual event sponsored by the Palm Springs Council.

Pat Martin won the championship event with a net 70, no handicap.

In the guest division, Al Vogt and Jack Sharpe, both of Palm Springs, tied with 66's. Vogt had a 76 with 10 handicap, and Sharpe an 80 with a 14 handicap.

Ed Hawkins of Palm Springs and Ed H. Goom of Riverside had identical high scores of 117.

Howard Haddock awarded trophies to winners following the play.

From Page 1—MORE ABOUT

JURORS

they could meet the needs of the county.

Their report Monday indicated that the blame would be laid on Jones and Warren.

The report was given to supervisors at their meeting Monday. None of them had any immediate comments. Jones and Warren, however, said they will have something to say later.

DURING LAST WEEK'S history-making three days of public hearings Jones and Warren were on the stand more than the other supervisors, they expressed the most opposition to the grand jury's recommendations, and they clashed often with the grand jury's interrogators.

The grand jury has said that the housing of many county institutions should be improved immediately, that Sheriff Joe Rice should have more and better-paid officers, and that the supervisor districts should be reshaped.

JONES AND WARREN conceded that the housing of many institutions could stand improvement—but said they had to consider the taxpayers' ability to pay. They said that Sheriff Rice has as many officers as the taxpayers can afford. They said they thought the salaries were adequate. And they said they saw no pressing need for reshaping the districts.

Here is the main part of the grand jury's preliminary report: "We heard sixteen witnesses in Indio, 18 in Riverside. They were for the most part cooperative and friendly, and we wish to express to them our thanks and appreciation."

"THE GRAND JURY spent many hours considering the facts of the past five years, in order that we might be factual and objective."

"Any errors committed will be corrected if facts are presented warranting changes in our conclusions."

"All members of the board of supervisors attended every session and testified in Indio and Riverside."

"Supervisors Hayden, Lewis and Varner answered questions with frankness and sincerity."

"Their replies and their voting record convinced the grand jury that they have done and are doing a good conscientious job under extremely difficult circumstances."

"Further reports will follow."

EVERY YEAR'S grand jury conducts an investigation of county government, but it seldom makes much stir. This year's grand jury is the one in the recent history of the county to hold such a comprehensive public hearing on the problems of county government.

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★ Operates for only 15¢ a month instead of 15¢ to 30¢ a day for old-type vacuum-tube aids!
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only \$125
(Bone Conduction Accessory, Moderate Extra Cost)
Accepted by the Council on Physical Medicine and Rehabilitation of the American Medical Association
Serry! Orders must be filled in order received!

O'Donnell Golf Course to Open Season on Oct. 9

O'Donnell Golf Club will open its course on Saturday, October 9, for the 1954-55 fall and winter season.

Regular play will start at that time, with no special events planned now.

The course is reported to be in excellent condition.

WANTED!!

AUTOPED: Circa 1915

To Use on TV

I rode it in LARRY SEMON's comedy, "PLANS & PAJAMAS." Evelyn Brent rode on behind me at the Polo Grounds, where GERMANY SHAEFER and 10,000 in bleachers never saw it before. GERMANY caused a big laugh when he rode it around the diamond and fell off.

Write CONKY, P.S. or phone 5276, Shack "J"

P.S.: My leg was broken in "PLANS & PAJAMAS." I grew a virgin beard in the hospital. Harry Morey had me refrain from shaving. So TEX GUINAN re-named me "LIMPIN' LARRY." I did look like him.

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10:15 P.M.
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15 sparkling minutes of local news, skits and plays.
Interviews with your favorite personalities.
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City Horseshoe Joust Planned
Plans for a City Horseshoe Tournament sponsored by the city recreation department were announced today by Howard Haddock, recreation director, along with an appeal for a volunteer helper to assist with the event.
The competition would extend over a period of approximately three weeks. Application blanks will be distributed to all trailer parks next week. Trophies will be awarded to winners. Finals will be held about the first of November.
It is planned to make the tournament an annual event, Haddock said.

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Sure
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Say Seagram's and be Sure
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CV Amateur to Attract Leading Southland Field

A large amount of interest is being shown in the third annual Coachella Valley Amateur Golf Tournament to be held Saturday and Sunday, October 9 and 10, at Tamarisk Country Club, Manager Ted Cadman reported today.

Registration will be accepted up to tee-off time, with a field of 150 Southern California golfers expected to compete. Entries may be mailed to Elly Vines, Resident Pro, Tamarisk Country Club, Box 90, Palm Springs. Current handicaps should be included. Vines, who succeeds Ben Hogan as pro, officially starts his new duties tomorrow, October 1.

Tamarisk's clubhouse, including cocktail bar, grillroom and locker room will be available to all contestants and their friends.

Huston Kier of Hacienda Golf Club is defending champion. Entry fee for the 36-hole event is \$10, which will be used for prizes. Awards will be made following play Sunday at Tamarisk's clubhouse.

From Page 1—MORE ABOUT SOFTBALL

crazy, fantastic, farcical exhibition which will be a benefit for the Mickey Finn Boys' Ranch. Admission is to be free, the whole family invited, but the cup will be passed in the most worthy cause.

"The Jaycees are not now divulging their formidable array of almost classical talent for this game to end all games, according to co-managers Joe Wood and Herb Esbitz but have indicated that what Wellington did to Napoleon at Waterloo was friendly in comparison to the havoc to be wrought on their elders.

"THIS GAME promises to be truly ridiculous."

Signed: Don Miller president Junior Chamber of Commerce.

When contacted concerning memorandum, Xavier Lucius, team and Chamber manager, said, "This blustery bravado reminds me of nothing so much as junior-sized types whistling past the graveyard."

"As another fellow, great manager, Bill Terry, once said, 'Are the Jaycees still in the league?'"

Ray Miller with Johnson Office

Ray Miller, local real estate broker, is now associated with the office of Gene W. Johnson. It was announced this week. Both reported a busy season to date with increasing activity indicated for the coming months.

Mr. and Mrs. Jeff Annino and their four children, who spent the summer in Idyllwild, mixing business with pleasure by building fireplaces, are back in the Village at their Outpost home.

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11¢

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Foaming Action **AJAX CLEANSER** 14-oz. Can **11¢**

"Red Magic" for Your Meals **HEINZ KETCHUP** 14-oz. Bottle **19¢**

Mayfresh **SALAD OIL** Quart Bottle **53¢**

Hills Brothers **COFFEE** 1-lb. Can **\$1.07**



Fisher's **RYE FLOUR** 2-lb. Pkg. **35¢**

Fresh Frozen, Ocean **SQUID** 29¢ lb.

Garden Fresh, Table Queen **SQUASH** 10¢ lb.

Ry-King **SWEDISH BREAD** 8-oz. Pkg. **29¢**

De Kuyper's Green **CREME DE MENTHE** 26-oz. Bottle **\$3.89**

FOOD CLUB, FROZEN **BRUSSELS SPROUTS** 10-oz. Pkg. **23¢**

PICTSWEEP, FROZEN **FRENCH FRIES** 2 10-oz. Pkgs. **29¢**

WILSON'S **CHOPPED BEEF** 12-oz. Can **38¢**

UNDERWOOD'S **DEVILED HAM** 2 1/2-oz. Cans **20¢**

DURKEE'S GOLD STANDARD **MARGARINE** 1-lb. Pkg. **28¢**

EARLY CALIFORNIA, LARGE **RIPE OLIVES** Tall Can **30¢**

SOFT, ABSORBENT **YES TISSUES** 2 300-ct. Boxes **57¢**

ADOLPH'S, PLAIN OR SEASONED **MEAT TENDERIZER** Reg. Jar **49¢**

WATER SOFTENER **RAINDROPS** 24-oz. Pkg. **26¢**

TOILET SOAP **PALMOLIVE** Econ. Size **48¢**

CASHMERE, BOUQUET **TOILET SOAP** 3 Reg. Bars or 2 Bath Size **23¢**

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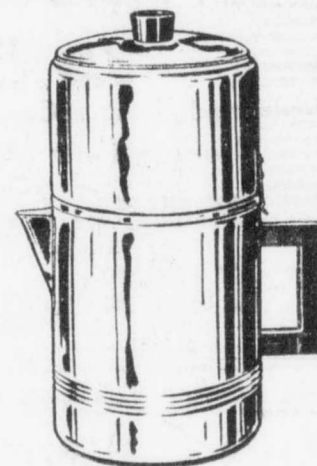
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Lean Plate Cut **9¢ lb.**

Seven Bone Roast
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Drip-O-lator
(See display and special offer here)

M. J. B. COFFEE 1.05¢ lb.



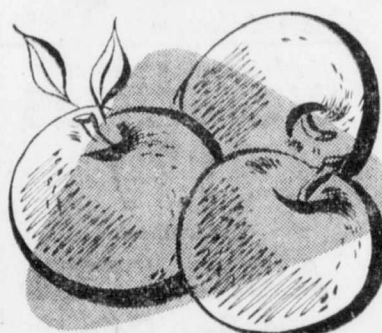
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Wesson's Chocolate **PECAN COOKIES** 10-oz. Pkg. **49¢**

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M.J.B. **QUICK COOKING RICE** 8-oz. Pkg. **14¢**

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6 Years Old 86 Proof **\$3.89** Fifth

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Jericho, Kosher **GRAPE WINE** 5th **59¢**

Colonel's Choice **Bonded Bourbon**
100 Proof \$4.69 Value 5th **\$3.69**

Caldwell's Imported **Scotch Whisky**
BLENDED & BOTTLED IN SCOTLAND 5th **\$4.49**

Zarofsky, 80 Proof **VODKA**
\$3.29 VALUE Excellent with Quinine Water 5th **\$2.59**

Democrats Plan Organization on Precinct Basis

Plans for organizing on a precinct level rather than a city level were discussed at the second meeting of Palm Springs area Democrats at the home of Herbert F. Hass, 920 San Lorenzo road.

Forty persons attended the meeting, conducted by temporary chairman George M. Maypole.

It was decided to meet each Monday evening until the November election, at the War Memorial building.

Other officers besides Maypole, all serving in a temporary capacity, are: Mrs. Laura Brown, secretary; Leonard Wolf, treasurer, and Vernon L. Baumgardner, sergeant-at-arms.

The Desert Sun—6a
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, September 30, 1954

Sunbeams

Discontinued Due to Business Rush

"Palm Desert Sunbeams", the column which Miss Edith Eddy Ward has written in The Desert Sun for the past several years will not be resumed this fall. Miss Ward's growing real estate business makes it impossible for her to devote the time required to write the column, she informed The Desert Sun last week. "It took a lot of time to gather the information and write the column," Miss Ward said, "and I would rather discontinue it altogether than not be able to do justice to it."

"It has been a very interesting and pleasant task to write the Palm Desert news each week and I always enjoyed it," Miss Ward continued. "I appreciate the interest of my many friends who helped me gather the news for my column and want to thank The Desert Sun for the assistance and cooperation always given me. It is with a great deal of regret that I have decided I cannot continue this weekly assignment."

Guiberson Plan for Hemet Mill Before Planners

Public hearing on the proposed establishment of a cement plant four miles south of Hemet has been set by the county planning commission for Tuesday, October 5, at the Riverside county courthouse, with commissioners tentatively agreeing that it will be adjourned to October 19 for an on-the-spot hearing in Hemet.

This move will enable more persons in the area affected to attend the hearing.

THE PLANT was proposed by the United States Cement Corporation, Samuel Guiberson, president, after the company was deterred in its movement to establish a plant near Palm Springs.

Hemet residents are divided in their opinions concerning the plant establishment, according to a public hearing held Monday night in the Junior high school auditorium in that city. There were 250 persons present, with many of these expressing opinions from the floor following presentation of the corporation's proposal by Vernon Piggy, chairman of the board and executive vice president, and Attorney William Shaw.

NO DECISION was reached at the meeting, with its main purpose to acquaint residents with the proposal.

Source of the limestone deposit is in the San Jacinto mountains, three miles from the Palms to Pines highway at the Anza cutoff, and in the rear of the Bunker ranch. It is proposed to establish a well there, and sending the limestone down from the quarry by pipe line.

Howard Palmers Move Into Home

Mr. and Mrs. Howard Palmer, and "Penny", their toy French poodle, have moved into their newly constructed home at 541 North Sunrise Way.

Palmer is an associate of the Terry Ray Realty office.

The Palmers came here two years ago for the husband's health and both say that they feel so much better since living here that they have decided to make Palm Springs their permanent home.

They formerly lived in Westwood where Palmer was in the real estate business, and Mrs. Palmer was a buyer at Saks in Beverly Hills.

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READ SUN



(Desert Sun Photo)

READY FOR OPENING — Benjamin Bronstein, owner of Sunair Drive-in Theater, goes over last minute plans for the opening of their new wide screen on the fourth anniversary of the drive-in theater, with Bill Bronstein, manager. As an opening production, the pair plan to screen "The Egyptian" in color and CinemaScope. The new screen will be completed this week at a cost of more than \$16,000. It will be the only drive-in theater in this area showing wide screen pictures.

From Page 1—MORE ABOUT HOSPITAL

on the remaining staff men. "I think it would be better to subsidize the local hospitals even more than is now done, for this would certainly aid the financial problem facing hospitals in this area. I do not believe the solution is a branch county hospital."

SUPERVISOR VARNER again took the floor to say that in the Fourth Supervisorial district, there is now a population of 40,000, and at the present rate, "this area will reach a population of 100,000 by 1960." He pointed out that every population figure estimate by the state has been wrong by 50 percent in the past year, because growth in this area has been so rapid. Because of this fact, plans for building of a hundred bed hospital (this is in compliance with American Medical Association ratio of beds per 100 population) within the next six years may be outdated by that time.

In finishing his report, Varnar said that as far as the formation of a new county is concerned if the bond issue carries, whether the new county is formed or not, the residents of this area will have to pay off the bonds in taxes. This area puts some 43 percent of the tax dollars in the county treasury, and if the bond issue



WINS JET WINGS—Lt. Howard B. Morrow, son of Howard B. Morrow, 360 Pablo drive, was presented the Silver Wings of a Jet Pilot at ceremonies at Williams Air Force base, Chandler, Arizona.

for the county hospital does carry, this area has only to gain from the establishing of a branch hospital here.

From Page 1—MORE ABOUT COUNTY

dents and local directors will be named to sit with members of the group and will represent all areas within the proposed county. Three sub-committees will be set up to handle finance, legislative and public relations activities. The group has set up a budget for the first year of \$15,000, and Smith reported that no salaries would be paid out of this sum except if it is necessary to send someone to Riverside to get figures concerning this area from county records.

Smith said, "If a new county is formed, it would receive some three or four million dollars from Riverside county; however the exact amount is established by the Court of Equity."

2 Homes Raided, Purses Missing

Two thefts of purses from private homes were reported to police this week by May Cook, 536 Calle Abonia, and John Connell, 524 Vista Oro.

From Page 1—MORE ABOUT KIDS DAY

Village theater at 1 p.m., at which time honorary city officials will be introduced, and various public officials of Palm Springs will welcome their very distinguished junior substitutes.

The morning activities will take place at the Desert Inn Mashie Course, and parents may reclaim kids at the Palm Springs Village theater between 3:30 and 3:45 p.m. Palm Springs Music company is donating the

public address system for this gala affair.

KIWANIS KIDS DAY program is co-chaired by Red Kenyon and Ray Corliss, with Bill Ford in charge of the chow situation, Connie King will ladle the punch, Bill Maldoiff heads the signs committee, Iz Nelson will promote the prizes. Liaison committee is made up of president of Kiwanis, Jerry Mitchell and past president Ray Lusby. Tom Holland is in charge of fellow judges, John Connors and Norm Loftus.

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HUNTS TOMATO SAUCE 3 for 19c

JELLO

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2 for 35c

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To Complete New County Plan Monday

Permanent Officers
to be Named at
Meeting in Indio

Permanent officials are expected to be named and organization of Desert County, Inc., completed at a meeting Monday night at Hotel Indio at Indio.

It will be the fourth meeting of the group seeking formation of a new county, carved from the eastern end of Riverside county.

Attorney Arnold Rumwell of Palm Springs is in charge of drawing up the incorporation papers.

Permanent officers and directors are expected to be selected at Monday's meeting.

Ted Smith of Rancho Mirage is temporary president of the organization and temporary headquarters are at 43949 Smurr avenue, Indio.

The Desert Counties, Inc., movement was started at Blythe a few weeks ago when dissatisfaction over asserted inequities in county government for the desert area was revived after nothing had been done since the first secession talk a few years ago.

terior lights and carpeting has been laid.

Zeisel announced that the merchandise the new Plaza Jewelers will carry on display will be nationally renowned items well known to the American public.

"I'VE BEEN A JEWELER most of my life and the new Plaza Jewelers is going to carry the finest line of merchandise obtainable. The best watches, diamonds, costume jewelry and silverware will be displayed," declared Zeisel. "First and foremost of all my plans include pride of ownership and management. The business will be conducted on that high plane."

Some time prior to the official opening of the new business, Zeisel plans a preview showing of the interior for his friends here and from Los Angeles.

WALLET FOUND

Finding of a brown leather wallet with identification of Neville O'Neill, no address, in the vicinity of Tahquitz Canyon, was reported to police Saturday afternoon by Jessie Huth of Beverly Hills.



DRIVER EDUCATION CAR — For the fifth consecutive year, Ben Cowan Ford has presented Palm Springs high school with a new dual control car for use in its driver education classes. At the presentation were, left to right, William Skellett, AAA

Club district manager; Harry Van Gorp, manager of Ben Cowan Ford of Palm Springs; Henry Greeley, high school principal; Pauline Regan, Theola Neil, Janice Sakosky and Dana Schmidt, students; Ben Cowan, local dealer; R. W. Peterson, city manager; Ray Bezler and George Bond, driver education instructors.

Cathedral City to Vote on Service District Oct. 19

Seven candidates are in the field for the five positions on the board of directors of the proposed Cathedral City Community Service district.

The election will be held October 19. Polling place will be at the Town Hall on A street and the voting hours will be from 7 a.m. to 7 p.m.

The election will cover the proposal to form the Community Service district to have jurisdiction over all matters such as a city council in an incorporated city does and to elect five directors to serve on the board of directors if the district proposal is favored.

If approved, the district would provide for police protection, fire protection, garbage and storm water collection or disposal, street lighting and public recreation. The proposed boundary lines would include the territory between Date Palm drive on the east, Cathedral Canyon drive on the west, the section lines even with the water tank on the south and just across the wash to the north.

Nomination papers for the

High School Marks Fifth Year of Driver Education

Palm Springs high school this year is celebrating its fifth anniversary of driver education, and marked the occasion with its acceptance of its fifth new Ford car presented for the school's use by Ben Cowan Ford of Palm Springs and Indio.

Each spring the school has returned the car to Ben Cowan Ford, and each fall receives a new vehicle. This year, the car presented to the driver education class is a special deluxe Ford, with an air-conditioner unit for the comfort of students who take instruction.

At the presentation, Cowan complimented Driving Instructor George Bond and the students for the excellent care they have given automobiles in the past. Bond and George Beezley, another instructor, expressed appreciation to Cowan for his providing cars to the school thereby enabling classroom instruction to be supplemented by actual experience.

R. W. Peterson, city manager, representing the city, told of the city's part in the instruction by members of the police and engineering departments, who tell students of safety factors in practice in the Village and

throughout the country. Praise of the Palm Springs driver education program came from William H. Skellett, district manager of the Automobile Club of Southern California, who termed it "one of the finest in the state."

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NEW VILLAGE JEWELER — Benjamin Zeisel, familiarly known to a host of Villagers as Ben, opens the doors of his new Plaza Jewelers at 9 A.M. Saturday, October 2. Ben, who has proudly declares "I was born a jeweler," will be assisted in the operation of the new establishment by his lovely wife, Minerva.

MANAGER — Marvin Wade, for many years a Villager, associated with the former owners of the Plaza Jewelers, will be the general manager of the new Plaza Jewelers, according to an announcement by Owner Zeisel. Wade is well known in jewelry circles in Palm Springs.

Plaza Jewelers to Open Smart Shop on October 2

World War II ex-Sergeant Ben Zeisel will realize a long cherished dream when Saturday, October 2, rolls around.

On that day this dynamic bundle of overflowing enthusiasm will be standing at the door of his new business venture—the dream came true for him—and greet friends, Villagers and patrons of his new Plaza Jewelers.

His intimate friends point out that not for one moment has any of the dynamic energy of this man diminished since his army days when he was stationed at the local air base in charge of the Post Exchange.

LONG BEFORE he entered the military service, Zeisel fell in love with Palm Springs. And few knew that during his period of service his wife, Minerva, and her parents, Mr. and Mrs. Benjamin Brown, home owners here, operated one of the most successful jewelry establishments in Los Angeles, the Wilshire Jewelers, a concern which he sold in order to come to Palm Springs and which is today still in operation.

His intimates will tell you that Zeisel was born in the jewelry business and has engaged in that business practically all of his life. To own a gem store in Palm Springs has been a burning ambition of his.

SINCE HE DIVESTED himself of interests in Los Angeles, Zeisel has been associated with the Desert Provision company as one of its officers. His entry into that business stems from his associations in the army when he met ex-Sergeant Jack Freeman, president of the pro-

vision company and ex-Sergeant Al Abden Nur, all three of whom were stationed at the Army air base at one time.

Zeisel wanted it emphatically known that he is going to continue as an active working partner in the provision company and that Marvin Wade, long associated with the former owners of the Plaza Jewelers, will manage the new Plaza Jewelers.

For the past month or so men have been working refixturing the interior of the new jewelry business. Even the facade of the establishment is undergoing a decorative operation. New in-

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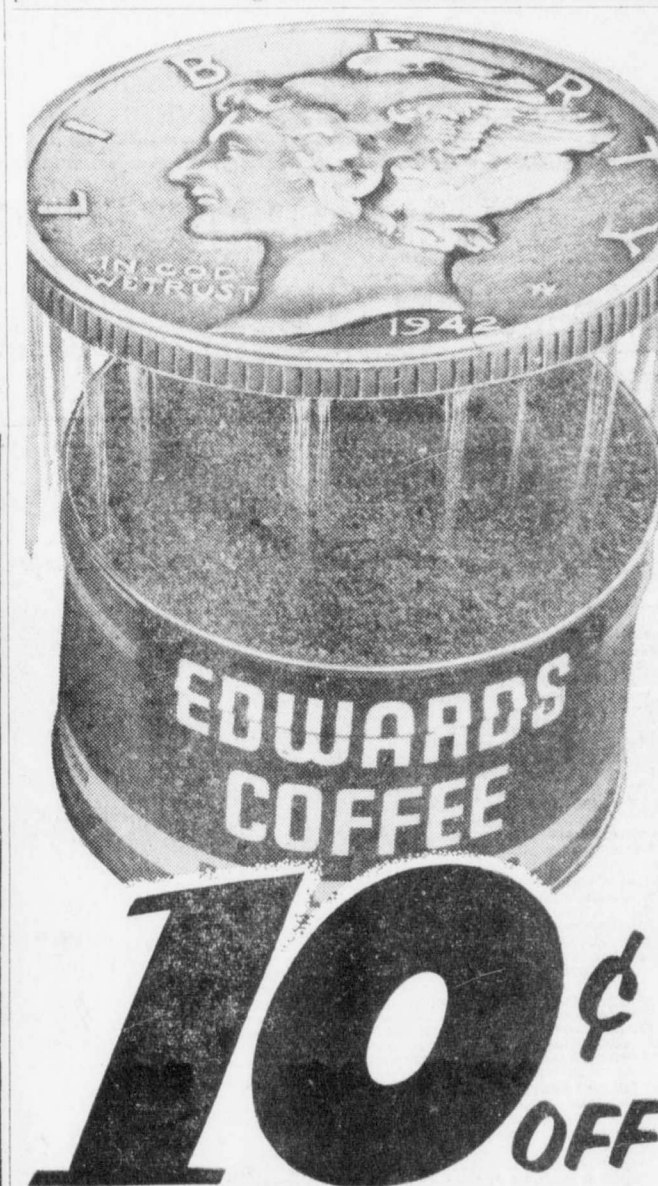
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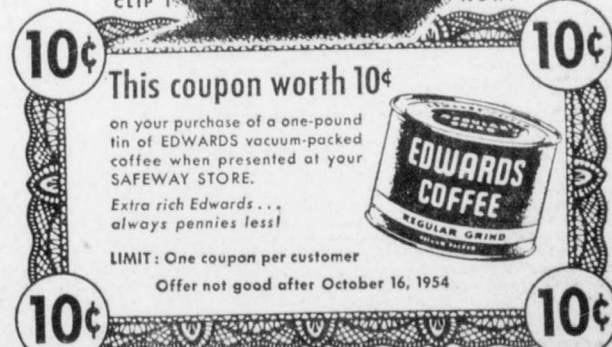
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DESERT HOT SPRINGS

By MARGUERITE BURMESCH

WOMEN'S CLUB

Three new members, Mmes. Wm. Harve, G. Holloway and J. Marsh, were voted into the D.H.S. Women's club at the first meeting of the season, Tuesday, the 21st. This brings the membership of the club, which was organized in March of '53 to 112.

There was much enthusiasm shown over the coming park board election, scheduled for October 19. At this election it is expected that the park for Desert Hot Springs, toward

which the ladies have been working for some time, will become a reality. Five board members are to be elected the same day. President Berry Lukomski and board member Helen Young has been endorsed as candidates from the club.

Officers charged with the responsibility of the current year's activities are: President, Betty Lukomski; vice president, Pauline Kull; second vice president, Alta Hamilton; secretary, Fran McDonnell; treasurer,

Marge Hansel; historian, Marguerite Burmesch; parliamentarian, Ann Miller; chaplain, Ann Tipton; sergeant-at-arms, Frances McGee, and board members Ann Taylor, Helen Young and Joan Forvly.

PARENTS' GUILD

An extra board meeting of the Parents' Guild was held last Tuesday evening at the Desert Hot Springs elementary school to plan activities for the school year. A goal of 100 percent membership has been set.

First regular meeting of the Guild will be at 6:45 Tuesday evening, October 12. At that time a potluck dinner, to which all are invited, will be served to the public. After the business meeting, which will follow the dinner, a discussion of "Teaching Democracy in a Democracy" will take place. Joe Kanya, principal, will entertain the group with a brief presentation of the subject.

Officers of the Parents' Guild for the current year are: President, Al Horton; vice-president, Frances McDonnell; secretary-treasurer, Mrs. Futrell.

Meetings are held once a month, with the exception of December and May, when programs are sponsored by the faculty and students.

ROTARY MEETING

Last Thursday, Dr. A. G. Hoff of the Palm Springs Unified School district addressed the D.H.S. Rotary club with a discussion of the Four-Way Test. The test concerns itself with Truth, Fairness, Goodwill and Beneficials. It has been called the shortest effective code of standards yet devised. The test is now being used by numerous trade associations, service clubs, corporations and professional institutions, and by thousands of individuals as a simple measuring stick in determining what is right in human relations.

JEWISH SOCIETY

Mrs. Ann Miller acted as birthday hostess when the Jewish Association met Monday evening.

The DHS Jewish Association, formed early last spring, has over thirty-five members. Its purpose is to build a place of worship in this desert community, and to extend help to the needy.

Officers of the Association are: Jack Fuhrman, president;

Sam Sendler, vice president; Ruth Geffin, secretary, and Julius Nathanson, treasurer. Meetings are the first and third Mondays at Association hall.

SCOUT NEWS

Boy Scout Troop No. 59, D.H.S., is now meeting regularly each Monday evening at Adams Youth Hall from 7 to 9. In the absence of Scoutmaster "Steve," (Bill Stevens), assistants John Mentzer and Frank Bussell are conducting the meetings.

The main activity for the present is preparing for the annual Riverside county Pow Wow to be held at Camp Emerson in Idyllwild late in October.

The Cub Scouts are functioning nicely under the leadership of Jake Smith and the den mothers. At an organization meeting held last week, cubbing was planned for 45 boys between the ages of 8 and 11.

Both Scout groups are sponsored by the DHS Rotary.

PERSONAL NOTES

The Cabot Yermas have returned to Desert Hot Springs after an extended trip through Arizona, where they visited many places of interest and experienced many thrills when they attended the Flying Saucer Forum at Mt. Palomar.

Miss Bertha Rahinski of Columbia Pictures is spending some time at El Reposa.

Mary Richards of Laguna is visiting J. Marie Ropp.

Barbara Rebig of the Town House, took two second prizes and one third on her textile painting at the Pamona Fair.

Capt. John Stambolt, who spent the summer at his summer home in Ladysmith, Wis., has returned to his hacienda on 7th street here. "The Skipper," as the Captain is called

Adult Evening School to Start Monday Night

Fall term of the Adult Division of Palm Springs Unified School district will get under way Monday night. Chester Sproule, principal of the division said yesterday in releasing a list of courses offered.

New classes this term include Blueprint Reading Tuesday evening with Dorr Huffman in charge and Registered Architect and Photo Coloring on Wednesday evenings with Mrs. Bernice Rockwell as instructor. All classes are open to adults 18 years and older and the registration fee is \$2 per semester, said Sproule, for as many classes as desired. Only additional fee is in the Rockology class.

Adults may enroll at the first meeting of a class or at a later meeting. Credits toward high school graduation may be earned in most classes.

The complete schedule follows:

Americanization, Wednesday, 7:30-10 p.m., High school.
Blueprint Reading, Tuesday, 7-10 p.m., High school.
Bookkeeping, Monday, 7:30-10 p.m., High school.
Civic Chorus, Monday and Thursday, 8-10 p.m., Stevens auditorium.
Landscape Painting, Thursday, 7-10 p.m., High school.
Metal Shop, Tuesday, 7-10 p.m., High school.
Photo Coloring, Wednesday, 7-10 p.m., High school.
"Rockology", Wednesday, 7-10 p.m., Finch school.
Silver and Jewelry, Monday, 7-10 p.m., High school.
Spanish (Beginning), Tuesday, 7-10 p.m., High school.
Spanish (Advanced), Tuesday, 7-10 p.m., High school.
Typing (Beginning), Tuesday, 7-10 p.m., High school.
Woodshop and Upholstering, Monday and Wednesday, 3:30-5:30 p.m., High school.
General Crafts, Friday, 7-10 p.m., Desert Hot Springs.

Hub Caps

Two More Stolen, Report to Police

Theft of two hub caps from his car while it was parked near the intersection of Belardo and Baristo roads, between 9:30 and 10:30 a.m., Sunday, was reported to police by Victor White, 1055 San Jacinto Way. The hub caps were valued at \$20, police said.

by his friends, is known for the variety and beauty of the flowers he raises on his premises here.

Mr. and Mrs. Jack Kirby are entertaining the former's brother and wife, the Walter Kirbys of Sepulveda.

Among those very glad to get back to the desert is Mrs. Elizabeth Clark who found the north-west coast chilly and sunless. Betty Lukomski had as her house guests the Misses Olive Reisberg and Gertrude Schlesinger of New York. Miss Reisberg is on the staff of Woman's Day magazine, and Miss Schlesinger, now retired, was associated with Saks Fifth Ave., New York.

Allie Mae Krast, former owner of The Beauty Room here, and now manager of a Los Angeles shop, spent several days here renewing acquaintances.

Among frequent visitors to the Ross' Silver Sands are Mr. and Mrs. Ted Bolin of Escondido.

The Bolins stopped off here on their way from Santa Barbara where Bolin represented Dist. 1 at the State Accountants' Convention. Bolin heads his own accounting firm in Escondido.

Mrs. Gertrude Burrow, widow of the late A. A. Burrow, pioneer real estate and insurance broker, has circulated letters among her husband's clientele, informing them that Ray Lusby will carry on the insurance end of the business and will operate out of the DHS Escrow Co. office, Harry Chester and associates, who were with Mr. Burrow for some time prior to the time when his failing health forced his retirement, are occupying the office formerly operated by Mr. Burrow.

The Art Taylors of 5th street have exchanged their five-acre Morongo homestead for wooded land in the Pine Cove area of Idyllwild. They are starting a cabin on the newly acquired lot next week.

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The Desert Sun—2b and PALM SPRINGS NEWS

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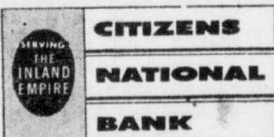
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LA QUINTA

Mrs. Neil (Jody) Davis of La Quinta has recently been appointed Valley Hostess for the Newcomers. It is her duty to go around with a basket filled with the most intriguing gifts to be given to new residents of Thermal, Coachella, Indio, La Quinta, or Palm Desert.

Mrs. Orvil Jarvis entertained Mr. and Mrs. E. C. Eastenson from Garvey over the weekend. One and a half month old

Sharon Lynn Jarvis proved to be the center of attention.

Mrs. Ocean Carey returned to her home in the valley after having spent a very busy summer. Among other places, she visited Mexico and San Francisco Bay region. She terminated her journeying with the eighth biennial convention of the National Federation of Republican Women held from September 21 to 23 in Los An-

geles. The convention was climaxed by President Eisenhower's recent speech delivered from the Hollywood Bowl. Mrs. Carey is president of Coachella Valley Republican Women's Council. She announced that there will be a meeting at the Roosevelt School Library at 8 p.m. Monday. Purpose of the meeting will be to plan for the forthcoming campaigns. She has many interesting facts to report on Eisenhower's recent trip. She stated that her greatest dream is to educate the young people so that they will be able to understand and evaluate the news. Stating further: "This is the most important preparation for intelligent voting." Before coming to California she worked extensively with the young people in New York City.

Mr. and Mrs. Stanley Sniff, of Sniff's Date Garden on Highway 111 entertained at a card party on Wednesday night for the Indio Chamber of Commerce. Among those present were Messrs. and Mrs. Bill Curtis, Gordon Cologne (Mayor of Indio), Earl Thompson, Roy Jay, James Jones, Stuart Gummer, William J. (Jack) Uolinger, Stanley Craig (manager of Valley Lumber), Michael Schirm, Ewing Robertson (principal, Palm Desert school), Thomas Carter, Richard Riley, Richard Jones, James Caskey, Robert Wagner, and Kenneth Boucher. Chocolate eclairs and coffee were served as refreshments. Prize winners for bridge were Mrs. James Jones, and Stanley Sniff. Winner for canasta was Mrs. Michael Schirm. Miss Koryn Okerlund, daughter of Mr. and Mrs. Sheridan Okerlund, announced her engagement to Russel Fiestad. He is the son of Mr. and Mrs. John Anderson. Tentative wedding date was set for Dec. 31. Mr. and Mrs. Okerlund accompanied by daughter, Mrs. Stanley Sniff, Stan Jr., and Miss Karen Martin of Palm Desert left on Monday to see David Okerlund.

Terrific Values
for the **WHOLE FAMILY**
at

SCOTT'S



SALE



Hiway 111, Cathedral City
PHONE 8-4573
Open 7 days a week from
9 A.M. 'til 7 P.M.

PALM DESERT

By MRS. HELEN ANDERSON

Mrs. Joe Edixon (owners of Esquire Hotel Apartments) returned from a delightful summer with her family in the High Sierras. Son Jeffery goes to Jefferson Junior high in Indio this year.

Mrs. Gordon (Dee) Cologne acted as hostess at a kitchen shower given in honor of Mr. and Mrs. Al Ahrens, who were married on August 12. The Ahrens are ensconced at the Blue Lagoon in Palm Desert. Members of the party included Messrs. and Mrs. Richard Riley, Bob Williams, Bill Curtis, Daniel Callahan, Stanley Sniff, Kenneth Clark, and Mrs. Earl Thompson, Stanley Craig, Richard Jones. The shower took place on Thursday, Sept. 16. The group enjoyed swimming, eating and drinking coffee.

Mr. and Mrs. Rueben Buck (of Samareu) received a letter from Gladys and Jimmy Alexander. Jimmy starred in the show Oklahoma, and is at present doing a show in San Jose.

Date Festival

Plans Started for February Event

R. M. C. Fullenwider, secretary-manager of the Riverside County Fair and National Date Festival at Indio, this week filed an appeal to date growers of the Coachella Valley to start planning their exhibits now. The annual festival will be held February 17 to 22, 1955. Fullenwider asked date growers to grade out fancy dates for the event. He also asked packers, wholesalers and shippers to start planning for the festival.

Justice Carter Honor Guest as Attorneys Meet

Members of the Desert Bar association joined with Bar associations from Riverside, Orange and San Bernardino counties at the Victoria Country club in Riverside last night to honor Supreme Court Justice Jesse W. Carter at a dinner meeting.

Justice Carter spoke on "California Justice."

He has been a member of the state supreme court since 1939. He was admitted to the bar in California in 1913.

CLASSIFIED ADS
READ SUN

The Desert Sun—3b
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, September 30, 1954

TODAY'S USED CAR SPOTLIGHT

YOUR BUICK & GMC TRUCK DEALER



1951 BUICK
Roadmaster sedan 72R.
Very low mileage.
Clean throughout.

1950 BUICK
Station Wagon. Looks and runs like new.

1947 HUDSON
Sedan. A clean car.
\$265

1948 STUDEBAKER
Convertible. Overdrive.
radio, heater. Very clean.
\$495

COME IN
and
SEE
THE ALL-NEW
GMC
Suburban
and
GMC
Pick-Ups

Reputation
Tradition
Count in
Used Car prices

Desert Inn Garage

193 N. Palm Canyon
PHONE 4001
Palm Springs
FACTORY DELIVERY
SAVE \$372.00!

tertain Pam and Thorne Holmes over the Labor Day weekend. The weekend of the 18th they were host and hostess to Mr. and Mrs. Vernon Peck, and daughter Pamela.

In spite of the fact that Shadow Mountain Club dining room is closed the weekly tennis tournaments continue to draw a crowd. Among those playing are Messrs. and Mrs. Monte Wenck, Don Neilson, Thomas Carter, and Cliff Hen-

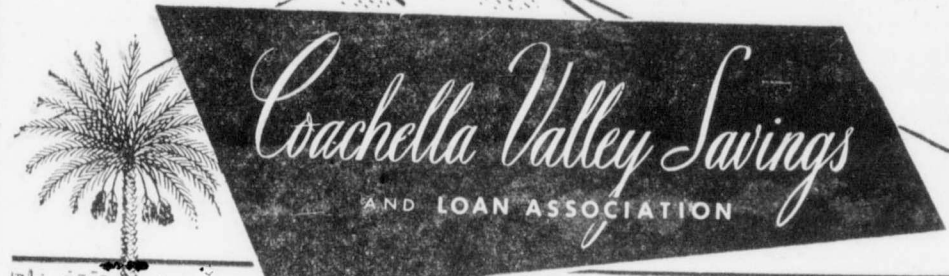
derson. Tennis professional Vin Rurac is expected back tomorrow.

Mrs. BeBe Bischoff and Joe Hughes took a trip to Phoenix, Ariz. They spent most of the summer at home.



WITH A SAVINGS RESERVE TO HELP REPLACE YOUR WAGES!

• Enjoy a carefree, easy life in the years to come. Place fixed amounts every payday with us. We'll add to them our better-than-average return twice yearly... keep them safe until needed. Save today... for tomorrow's easy living.



176 South Indian Avenue

Palm Springs

Palm Springs Phone — 2954

45-149 Smurr Avenue

Indio

Indio Phone 7-3416

GRAND OPENING

FRIDAY, OCTOBER 1

BREZIN'S NEW SAVON SHOE STORE

GREATEST SHOE SALE

IN THE HISTORY OF PALM SPRINGS!

We have purchased over 2,000 pairs of Ladies' Sandals, Flats, Thongs, in all colors, from one of America's Leading Casual Shoe manufacturers.

VALUES to \$16.95 — Our Price \$2.95 to \$6.95



MEN'S SHOES

AMERICAN GENTLEMAN
JARMAN — BATES
CROSBY-SQUARE
PEDWIN — ROBLEE

VALUES TO \$16.95

OUR PRICE \$7.95 & \$9.95

LADIES' FAMOUS LOGROLLERS

SPECIAL PRICE \$7.95

EXTRA SPECIAL CHILDREN'S SHOES

1/2 Reg. Price

HOUSE SLIPPERS & RIPONS

JUST \$1.00

SANDALS — THONGS CLOGS — SCUFFS

VALUES TO \$6.95 \$2.95

We Feature
"QUALITY SHOES
at
POPULAR PRICES"

LOOK WHAT \$1.95 WILL BUY!

GOODRICH SUN-STEPS
SANDLER LEATHER SANDALS
MEN'S & WOMEN'S RIPONS
CHILDREN'S U.S. KEDS

\$3.95 VALUES
\$1.95

Serve Yourself
or
Let Us Help You

SAVON SHOES

Howard & Fae Brezin 366 N. PALM CANYON DRIVE

Opposite Police Station

By the cup or by the pot
YOU GET RICHER COFFEE INSTANTLY

...yet you save 3 ways!



1 **SAVE WHEN YOU BUY IT!** Edwards Instant not only costs much less than ground coffee, but actually less than other top quality instant coffees.

2 **SAVE WHEN YOU MAKE IT!** A little Edwards goes a long, long way. It's 100% pure coffee... made from the choicest coffee beans, deep roasted to bring out all their flavor and aroma.

3 **SAVE WHEN YOU SERVE IT!** There's never a bit of waste. You use only what you need... make only what you want... a single cup or enough for everyone. Want another cup? It's ready in seconds.



EDWARDS Instant COFFEE

at **SAFEWAY**

Deep Roasted for that
Husband-Pleasin' Heartiness!

New Ramon Drug Has Gala 3-Day Re-Opening



WHERE FRIENDLINESS LIVES — Panoramic view of the new Ramon Drug's interior with modern prescription department at center rear. Ample aisle space and enlarged self-service units enable shoppers to circulate freely in an atmosphere designed

for comfort and convenience. Keypoint of the store is friendliness, and residents and visitors alike are delighted with the cordially dispensed by Hy Finerman and his crew at South Indian avenue and Ramon road.

New Ramon Drug is Model of Efficiency in Retailing

The new Ramon Drug officially reopens its doors for business today, barely three months after a fire which threatened to level the popular establishment at South Indian avenue and Ramon road. Concentrated efforts of management, contractors, and vendors resulted in its completion in time for a reopening celebration today, tomorrow and Saturday.

With interior layout by Weber of Los Angeles, the new Ramon Drug offers the most modern of innovations in retailing. The store is a model of striking simplicity, with front entirely glassed so that each section is immediately visible from the exterior. Brilliant lighting, comfortable cooling system, and ample aisle space are all carefully planned for the convenience of shoppers.

DIRECTLY to the rear of the entrance aisle is the prescription department. This, the store's nucleus, is designed to afford conditions of greatest accuracy to the pharmacist. Labeled bottles are neatly arrayed in open shelves; scales, compounding implements, measures, and mixers are all close at hand on a spacious work-counter. Customers waiting for prescriptions may relax comfortably at the lounging section adjoining the department and may, in fact, help themselves to hot coffee while their prescriptions are quickly and precisely filled. Free emergency prescription delivery and pickup are available upon request.

To the right front of the store is the cosmetic department, completely stocked with nationally advertised brands and supervised by trained personnel. Here the distaff shopper will find every conceivable item for beauty care and treatment. Here too are experienced cosmeticians to solve individual problems and to advise in the selection of gifts.

The entire left aisle of the new Ramon Drug is devoted to self service. To the front is a section for ice cream, cold beer and wines, newspapers and

magazines. The center and rear portions feature swimming and sunning supplies, hair and dental preparations, shaving needs, baby foods and sundries, toys, household goods, stationery, and greeting cards.

THE TOBACCO department, front and center, offers the widest selection of cigars, cigarettes, and pipe-smokers' needs. This is also the focal point for candies, gum, mints and related items. Beyond it in the center aisle are lighters, electric shavers, pens, wallets, watches, clocks, and cameras. The camera and film section are headed by an expert technician who will help customers with photographic problems. Complete to the last detail, the new Ramon Drug has drawn upon seven years of experience in successful customer relationship at Palm Springs. It has projected all its plans toward improvement wherever possible, and toward attracting new residents and visitors throughout the current season.

Personnel Helps Cosmetics Show Remarkable Increase

A growth in store area of over 400% and a similar increase in volume within seven years, is the phenomenal record of the new Ramon Drug's cosmetic department.

Success of the operation is attributed to the trained personnel of the beauty bar, under the direct supervision of Estelle Schiller, head of the department. Cosmeticians, under her expert guidance, have learned to recognize that each customer served is a woman with specific individual problems.

"Some fortunate few," says Miss Schiller, "need very little to enhance their natural appearances. To them, we suggest a touch or a dab to 'gild the lily' and the results are striking. But most women, properly studied, show strong and weak points which require advanced

skill in treatment. We try all ways to accentuate the good and minimize the poor. Where problems of hair and skin exist, we analyze them and recommend, not just any concoction, but tested and approved remedies."

The cosmetic department, prepared to serve the individual requirements of many customers, is always completely filled in with the nationally advertised products of major companies. The store, because of its unusual volume, is able to buy directly from these sources and to offer special sales and promotions the same day they are released in all other parts of the country.

Syd Finerman, Ramon Drug cosmetician, is impressed with the variety and abundance of items carried. She says, "The



HY FINERMAN

Jocular Hy Finerman, owner of Ramon Drug, is a Palm Springs resident for seven years and a licensed pharmacist for 18 years. Member of the local Junior Chamber of Commerce, Elks, and Veterans of Foreign Wars, he has directed much of his energy toward civic betterment and the improvement of public relations. His ready wit and dynamic personality have endeared him to residents and visitors alike.

STAFF PLAYS IMPORTANT ROLE IN RAMON'S FRIENDLINESS POLICY

"All of us, at the new Ramon Drug," says manager Phil Siegel, "are aware that most efficiently-run stores have identical features to offer. We try constantly to set our place apart by offering a plus factor—that of friendliness. Nothing in the world can top that for making and maintaining customers." Following is the staff of "the friendliest store in the village":



SYD FINERMAN

Vivacious Syd Finerman is the pulse and heartbeat of Ramon Drug. A Palm Springs homeowner for seven years, she has won a host of friends with her ready smile and spirit of friendliness.

Jill-of-all-trades at Ramon Drug, Syd is equally at home and familiar with any of the many departments throughout the store.

Colonel's daughter and Judy O'Grady may be sisters under the skin, but they most certainly have their own preferences when it comes to choosing something for the skin itself. That's why a well-equipped department must be complete in every detail, and that's why we carry everything for beauty care, including items for the little lady and the 'coke-tail' set."



PHIL SIEGEL

Versatile Phil Siegel, Ramon Drug manager, is a former New Yorker who has found Palm Springs to his greater liking and has settled here with his family.

Former executive with a leading department store chain, he has considerable experience with merchandising as well as advanced training in journalism, advertising, and photography. His background will be used in applying latest retailing methods to his present position.



SAM SIEGEL

Genial Sam Siegel, buyer and head of the tobacco department, is the one-man greeting committee at Ramon Drug, where he smilingly welcomes visitors to his well-stocked section. Overseer of cigars, cigarettes, pipe supplies, confectionaries, newspapers, periodicals, and the like, he makes a point of memorizing and anticipating his customers' needs.

Originally from New York, he has been a Palm Springs resident and booster for over three years.



FRED MILLASICH

Convivial Fred Millasich, Palm Springs homeowner, has been a licensed pharmacist for over 23 years, the last three of which were industriously spent at Ramon Drug. With an enviable record for accuracy and skill, Millasich has made a host of friends throughout the village.

He is a member of the local chapters of the Elks, Veterans of Foreign Wars, American Legion, and Knights of Columbus.



BOB COULTON

Energetic Bob Coulton, stock manager at Ramon Drug, is a junior at Palm Springs high school and a local resident for over three years. Originally from Toronto, Canada, young Coulton has happily planted his roots in the desert.

Inventive and industrious, he is responsible not only for keeping the counters and shelves at stock level, but also for the efficient operation of all mechanical units.

Hundreds of Valuable Free Gifts, Prizes Galore, for Shoppers at Celebration

Launching its grand re-opening celebration today through Saturday, the new Ramon Drug anticipates an overflow of customers who will share in the store's lavish program of free gifts and prizes. Children, accompanied by adults, will have their share of the largesse in the form of free ice cream during the three day event.

Prescriptions at Ramon Drug Hit New High Mark

Early this week, the new Ramon Drug filled prescription number 39,000 for one of its customers. The numerical milestone was reached after only seven years of business in Palm Springs.

"It's a gratifying feeling," says Fred Millasich, licensed pharmacist at Ramon, "to know that my efforts complement those of doctors here whose sole interest is to keep our community healthful. Most of the customers who come in with prescriptions are neighbors and friends, and it's a pleasure to have them return and report how helpful the doctor's prescriptions were to them and their families."

Heart of the new store, Ramon's prescription department has been allotted the greatest attention and expenditure to make it as modern and complete as possible. Open-shelf fixtures are used to display thousands of drugs and medicines. Each section is carefully arranged and lettered for ease of location. Balanced lighting and the latest in working implements assure the pharmacist conditions promoting accuracy. Close at hand is a separate unit stocked with hospital and sick-room supplies.

Says Hy Finerman, owner and licensed pharmacist, "We've always felt that the most important part of any drug store is the prescription department. When we rebuilt Ramon Drug, we resolved to make that as up-to-date as feasible. Now we welcome inspection, for we feel justly proud of its appearance."

The new Ramon Drug, Finerman disclosed, will pick up and deliver emergency prescriptions without charge.

IT'S ALMOST LIKE a Hitchcock picture," says Hy Finerman, owner of the store. "Folks will come in, hesitate, look around, and start slowly toward a counter. Then they'll linger over each purchase as the suspense mounts. Some of them will stretch it out until even the clerks are winking under the strain. Then, suddenly, an alarm goes off. Everybody jumps and shouts with relief. Laughter bubbles all over the place and the spirit of camaraderie is wonderful to see. It's a big family affair, lots of fun, and an experience well worth sharing."

Hundreds of additional gifts are ready and waiting for the holders of Ramon Drug gift coupons which appear in this issue of The Desert Sun. Shoppers are asked to clip these coupons and bring them along to the store. Any purchase of \$1.00 or more will entitle the holder to free gifts in the various sections at Ramon.

MONTHS OF CAREFUL planning were spent in preparing for the occasion. Items for giveaway were selected with usefulness uppermost in mind. Manufacturers and distributors serving Ramon Drug co-operated willingly to make its grand re-opening one of the greatest events in the history of Palm Springs.

In a typical congratulatory message to the store, one leading cosmetics house wired: "Pleasure to comply with your request for finest of our products in ample sizes. Feel they will be well represented in your flourishing department. Can think of no better advertising medium than your plan to distribute them gratis. Best wishes."

Among the many valuable gifts to be given will be fobbed cigars, shaving lotion, hair dressing, mouth wash, throat lozenges, nylon stockings, hand lotion, face powder, skin freshener, sun-tan lotion, shampoo, lipstick, bath softener, cleansing cream, comic books, balloons, antiseptics, antacid pills, vitamins, and innumerable others.

A FURTHER OPPORTUNITY for savings will be offered to customers by a unique device called "Liberal Liberate," a store amplifier system which will broadcast drastically reduced prices on merchandise at specific intervals during each day.

"We have," says Ramon's owner Hy Finerman, "a number of other surprises lined up. This is going to be our three-day party—but all the guests will get the gifts. We feel it only proper that our many customers, who helped make all this possible, be shown our appreciation as intrinsically as possible."



ESTELLE SCHILLER

Gracious Estelle Schiller, buyer and head of the cosmetic department, has been with Ramon Drug since its inception. Trained at the Helena Rubinstein, Max Factor, and Dorothy Gray Schools for Cosmeticians, she is thoroughly versed in her field and has contributed greatly to the growth and popularity of the department.

Recently elected to the presidency of the Palm Springs Business Women's Club, Estelle is a native Californian and local resident.

The Desert Sun—4b
and **PALM SPRINGS NEWS**
PALM SPRINGS, CALIFORNIA
Thursday, September 30, 1954

For Fixtures ... We Chose Weber

We wanted a drug store wonderland where our customers would find shopping a pleasure, so we called in the California firm of Weber Showcase & Fixture Co., Inc., Los Angeles, and their Store Planners helped us create a store of which we are proud.



TO HY FINERMAN

A Good Citizen

and

Booster of Palm Springs

on the

GRAND RE-OPENING

of the new

Ramon Drug

Donald A. Wexler and Richard A. Harrison

Sincere Good Wishes

We're immensely pleased to have helped in the re-building of

The New Ramon Drug

A Palm Springs Store which has proved its Worth to our Community

Palm Springs Builders Supply Co.

490 EAST SUNNY DUNES ROAD
PHONES 2107 - 2108 - 5220

Store Hours:

8:30 A.M. to
10:00 P.M.
DAILY
8:30 A.M. to
8:00 P.M.
SUNDAYS



**WE GIVE
J.M.
GREEN
STAMPS**

**Ramon Drug
GIFT COUPON**
Good for one
SURPRISE SACK
with purchase of
\$1.00 or more.

HURRY!

It's our party, but **YOU** get all the gifts!!... Clip coupon (left) and bring it along for your **SURPRISE SACK! HURRY! HURRY!** — Hear the bell? When it sounds off, any adult making a purchase of \$1.00 or more gets a **SPECIAL GIFT!** — **SAVINGS! FUN! SURPRISES!** Bring the Kiddies for **FREE Ice Cream** at

**RAMON'S BONANZA BAZAAR!
HURRY! HURRY! HURRY!**

RE-OPENING Celebration

**3-DAY SALE STARTS TODAY -- ENDS SAT.
GIFTS! AWARDS! SURPRISES! SPECIALS! ALL DAY! EVERY DAY!**

Shop at our Toilet Article Dept. Today!

FREE!
THIS 29¢ HALO Shampoo
WITH EACH \$1.00 PURCHASE
OF POPULAR
COLGATE-PALMOLIVE-VASELINE TOILETRIES

NEW COLGATE DENTAL CREAM
WITH GARDOL
63¢ 47¢

HALO SHAMPOO
89¢ 57¢

PALMOLIVE LATHER SHAVING CREAM
53¢ 35¢

Rapid-Shave AEROSOL LATHER
79¢

COLGATE LATHER SHAVING CREAM
53¢ 35¢

'VASELINE' HAIR TONIC
89¢ 49¢

COLGATE INSTANT BARBER SHAVE
79¢

CASHMERE BOUQUET TALC
59¢ 43¢

RAMON SPECIALS

WRIGLEY'S CHEWING GUM
Box of 20's—All Flavors
Regular \$1.00
71¢

RAMON SPECIALS

JERGEN'S SOAP
Reg. 10c Size
10 for 47¢

RAMON SPECIALS

POPULAR BRAND Cigarettes
Regular Size
\$1.73 Carton
tax incl.

RAMON SPECIALS

1/2 PRICE! REVLON Aquamarine SHAMPOO
Regular \$2.50
\$1.25

FREE! BALL POINT PEN
with every \$1.00 purchase of School Supplies

"IDEAL'S" HARRIET HUBBARD AYER MAKEUP DOLL
with cosmetic kit
REGULAR \$11.98
1/2 PRICE! only \$5.99

M. H. P. MOTOR OIL
Reg. 18c quart
3 qts. for 45¢

FAMILY SPECIAL! LISTERINE
Reg. 49c
2 for 69¢

"VASELINE" White Petroleum JELLY
1-Lb. Size — Reg. 79c
59¢

BOBBIE PINS
Regular 10c card
3 for 10¢

LUSTRE CREAM SHAMPOO
Economy Size
Reg. \$2.00
\$1.59

ZIPPER TRAVEL BAG
\$1.50 Value
special 89¢

ALL 5¢ CANDIES GUM, MINTS
5 for 19¢

DUPONT NYLON TOOTHBRUSH
Regular 39c
3 for 50¢

PLASTIC SNAP-ON BABY PANTIES
Reg. 59c
29¢

KLEENEX TISSUES
300's — Reg. 27c
3 for 69¢

Top Quality Pressurized Shave...
Old Spice SMOOTH SHAVE
100¢ 4 Oz.

***60% MORE FOR YOUR MONEY IN NOXZEMA**
GIANT 10 OZ. FAMILY SIZE
98¢ Plus Tax
* compared to average cost of other sizes.

Avoid MOTION SICKNESS
...in CAR, BOAT, BUS, PLANE OR TRAIN
Seda-stay helps prevent all types of motion sickness. It also enables you to relax in strange or noisy surroundings. No prescription needed. Follow directions on label.
SEDA-STAY
TRIP PACK 49¢
30 TABLETS \$1.49

ASTHMA NEFRIN
Quick! Fast! Soothing Relief for ASTHMA
• Used by thousands for more than 18 years. Recommended by druggists everywhere. Try AsthmaNefrin for relief of Asthma.
Sold only on 10-day money back guarantee.
1/4-Oz. \$1.50
1/2-Oz. \$2.75
1-Oz. \$5.00

When you need something from the Drug Store, remember our name and number!
We call for your prescriptions and deliver the medicines at no extra charge!
CALL RAMON DRUG
Phone 2949

Little Lady Deb
THE "DEB DUET" STICK COLOGNE AND TOILET WATER
Only \$1.50 plus Fed. tax

to make men go mad over you... wear
"SEE RED"

fashion's new hot-tempered red in Max Factor's Color-fast lipstick
Glamour says, "Red blazes a fashion trail." "See Red" is a rich, true shade... a hot-tempered red that can make you maddeningly pretty. Looks fiery-bright for hours and hours, too—amazing "stay-on lustre" won't fade or blot away. Come in for "See Red" today. But careful... \$1.10 plus tax don't start anything you can't finish! Only \$1.10 plus tax

Hop Scotch
by Dorothy Gray
NEWEST FLING FOR THE CAMPUS CLAN!
2 JEWELLED SUPER-STAY LIPSTICKS WITH LANOLIN, AND SUPER-STAY NAIL POLISH
IN A PURSE-SIZE PLAID PACKAGE
Big back-to-school fashion "buy"! Two important Super-Stay shades... as indeleble as lipstick can be. Really Pink for daytime. New Figurine Look—with matching Super-Stay nail polish for evening!
all for only \$1.25 plus tax

It Will Be Pleasant
to Come Back Again
to the Friendly Atmosphere
of the new
RAMON DRUG
DILL LUMBER CO.
691 INDUSTRIAL PLACE
PHONE 2758

Every community needs good schools,
good homes, good churches, good stores
WELCOME BACK
to the new
RAMON DRUG
Le Men
PLUMBING
Contracting and Supplies
525 EAST SUNNY DUNES ROAD
PHONE 2858

Warmest Congratulations to Hy Finerman
Palm Springs is Proud of Your Past Record of Accomplishment
and Predicts a Brilliant Future for

THE NEW RAMON DRUG
— The Friendliest Store in Town —

LEHRFELD INSURANCE
Oasis Bldg, Suite 202 121 S. Palm Canyon Dr.



"Insurance At A Savings"
A-Plus AAAAA Companies
(Highest Rating)
PHONE 5365 - 7635



PUBLISHER'S CORNER

By Oliver B. Jaynes

CAREFREE PALM SPRINGS — Life in these United States seems to have become more strenuous year by year, particularly in the cities. Men are working harder and many of them breaking under the strain at an age when they should be right in their prime. To this has been added a feeling of anxiety over world affairs which has affected many of our people. Long periods of tension have a decided effect upon their health and well being, although they often do not realize it. Political and mental relaxation is one of the greatest needs in American life today.

A vacation is no longer considered to be a luxury, it is an absolute necessity. Business executives have learned that frequent breathers from the strain of work are a good investment for better health and improved efficiency. The trend in the field of labor is toward shorter working hours and more leisure time. For these reasons, an environment conducive to relaxation and carefree living must be provided. Such a place is Palm Springs. A resort like this is an important factor in the American way of life today.

We spend a lot of money to attract these people to Palm Springs and a lot more to provide facilities which will make their stay here more enjoyable and interesting. To these necessary expenditures we can add something without cost to anyone. Something which can do as much as all else to help the visitor enjoy a Palm Springs vacation to the fullest extent and profit from it. It is simply an attitude on the part of all of our business people and regular residents of friendliness, cheerfulness and courtesy. It must be borne in mind always, that the visitors who come here are for the most part seeking relief from their cares and worries. They are still tense upon their arrival and the manner in which they are greeted at their first stop will have a decided effect upon them. Patience and a cheery word will get them off to a wonderful start. Surroundings may be beautiful and accommodations comfortable, but something is lacking without an air of friendliness and cordiality. It will be noted that these people are often tense for a full day after their arrival, during which time every effort should be made to help them let down and relax.

The whole atmosphere of the community should be one of cheerfulness and carefree living. One of the most successful resort operations was the old Caliente in Mexico which capitalized on the carefree theme and flourished through the worst years of the depression. Many of our readers will, no doubt, remember carefree Caliente and how people thronged there to escape from the worries of those years.

A reputation for warm friendliness, infectious cheerfulness and courteous treatment will place a mark upon this resort community which will always be remembered by visitors and bring them back again and again. It will not cost those who live here one cent, indeed it will make life for them more pleasant and enjoyable. As Mrs. Priscilla Chaffey pointed out in this column recently, the residents of Palm Springs do have a reputation for being happy and knowing how to enjoy life. This comment is not meant to be critical of our people, but to suggest that we place an even greater emphasis on the mental attitudes which make such a favorable impression upon our visitors. We want to make those who visit us so carefree, happy and relaxed that they will be like the lady I overheard in a restaurant here the other night who declared:

"Palm Springs is divine!"

TRY AND STOP ME

By Bennett Cerf

JUST GRADUATED with high honors from Harvard, young Smathers sought a job in one of Boston's swankiest banking establishments. Awaiting one of the vice presidents, Smathers idly struck up a conversation with a freckle-faced office boy in short pants. "Tell me, Buster," he inquired loftily, "do you think there is an opening in this musty institution for a sharp young college graduate?"

"There certainly will be," Buster assured him, "unless they raise me to twenty bucks a week by this coming Friday."

One of the shortest, and therefore the most effective "squeezes" of all times was administered by Author Michael Arlen, whose racy novel, "The Green Hat," was a great best-seller in what now seems like the dim and distant past (1924). Arlen, dressed to the teeth, entered a salon, where a shrewish society lady declared coldly, "You look almost like a woman." Arlen bowed to the waist and answered amiably, "So do you."

A top ranking TV "artiste" announced with some indignation that her press agent, she had discovered, "was the most colossal liar in seven states." "I take it," said a friend "that you're going to fire him." "Fire him?" echoed the artiste. "I'm going to double his salary."

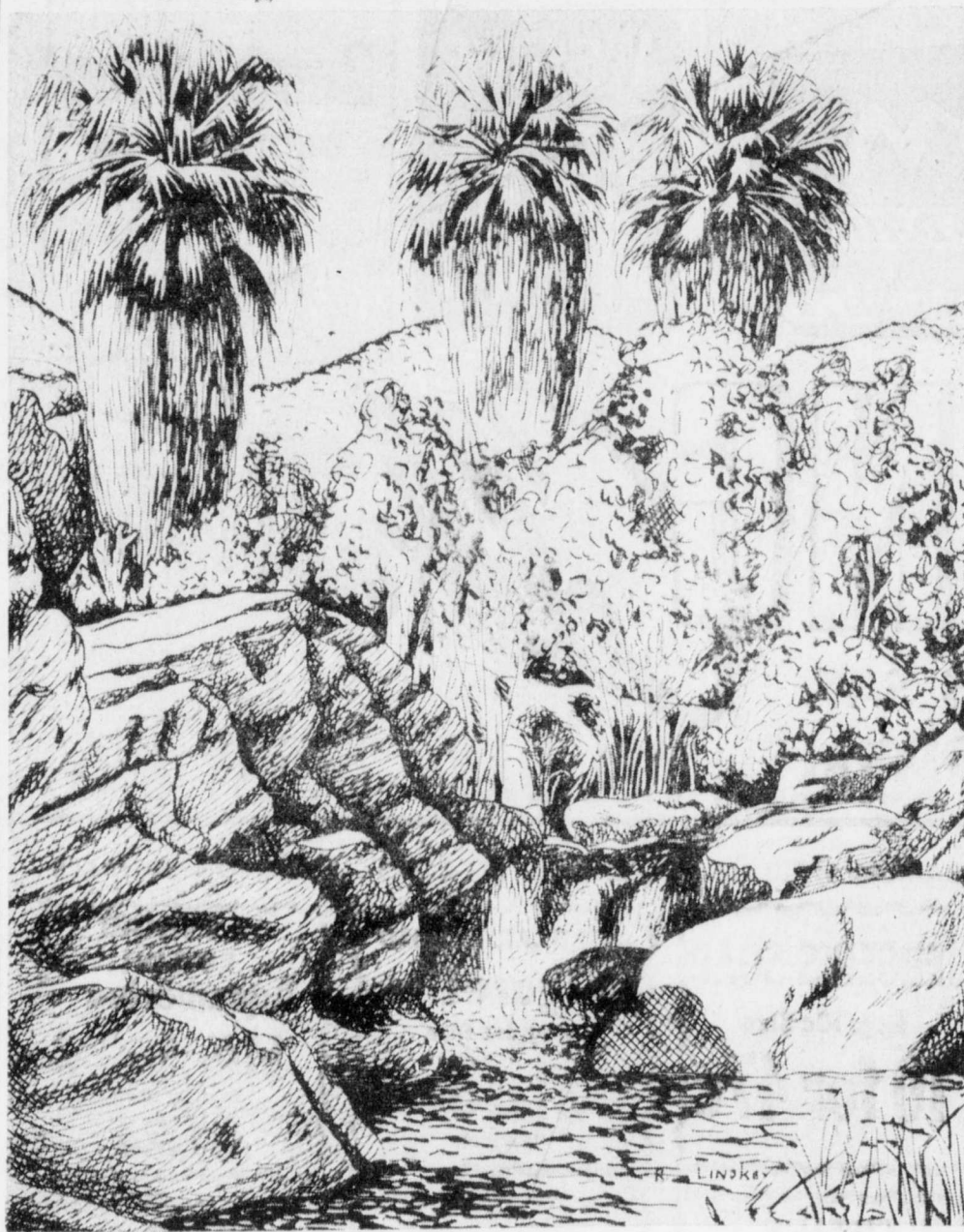
Prof. Harold Rome has come up with the proper distinction between a psychotic and a neurotic. A psychotic, avers the good professor, says, "two and two are five and I'll fight any man who says me nay." A neurotic says, "two and two are four, and I simply can't stand it."

A stalwart mountaineer entered the lobby of a swank Huntington hotel, after a certain amount of difficulty with the revolving door, and signed the register with a big "X." The room clerk noticed that the new guest had left muddy tracks clear across the marble floor. "When you patronize a hostelry of this calibre," he remarked coldly, "you might at least wipe half the mud of West Virginia off your shoes."

The mountaineer regarded the room clerk with honest amazement, and asked softly, "WHAT shoes, Bub?"

Palm Springs Sketches

By Robert Linskey



PALM CANYON — Where over 3,000 palms grow wild along the 16 mile course of this beautiful, picturesque canyon, with a mountain stream rushing down between its rocky slopes and over waterfalls. Only a few miles from Palm Springs, it is one of the most popular tourist attractions in the resort area. Palm Canyon is under the care of the Agua Caliente Indians and will soon be open for the new season.

Congressional Report

By Representative John Phillips

The people who will be most interested in this weekly letter will be the people who were most familiar with the encroachments of communism in our federal government. It is hard to believe, that a vicious, godless, slave-theory ideology should have become strong enough in this free nation to place its believers in delicate and influential places in the Federal machinery, but it was so. For years, the un-American activities committees of the House and the Senate had been warning us, issuing document reports, and doing everything they could, to sound the warning—a sort of modern Paul Revere job—but with little effectiveness, when met by the devotion of the faithful, the propaganda of left-wing writers, and a charge of "red herrings," from high places.

AS THE YOUNG FLIER from Czechoslovakia said, when he reached America, he found the same apathy here as there; the same unconcern, until the day they walked down the streets of his nation, and found the government taken over. Now we know, and we are trying to do something about it. This recent Congress passed 10 legislative measures, all directed against the communistic movement, or towards its control.

(1) Public Law 600 — will grant immunity to Congressional witnesses. This is a double-barreled measure. The Constitution never intended, we are sure, to permit people to hide behind it, while they worked to destroy it. If immunity were thus available, communists would be deprived of this technical device to evade giving testimony. Also, witnesses, who otherwise would be willing to testify, and who can give important evidence, have been afraid to speak, for fear of incriminating themselves.

(2) Public Law 772 — will take away the citizenship of anyone conspiring to overthrow the government by force.

(3) Public Law 602 — will increase the penalties for harboring fugitives from justice. An example: the chairman of the N.Y. communist party was convicted in 1949, with 10 others, and sentenced to prison. He jumped bail. He was caught (in California) in 1952. Four communists were hiding him. They were convicted but the terms ranged only from 1 to 3 years. More severe penalties

It is horrifying to speculate on what the children of the next generation will have to do to shock their parents.—Changing Times.

The test of your intelligence is your ability to take hold of your own life just as it is. — Joy Elmer Morgan.

Russia has abolished God but so far God has been more tolerant. — John Cameron Swayzee, news commentator.

The Aspert Sign — **h** and **PALM SPRINGS NEWS** PALM SPRINGS, CALIFORNIA Thursday, September 30, 1954

may cool off some of the communist sympathizers, who are more dangerous to our freedoms than actual party members.

(4) **PUBLIC LAW 777** — will provide the death penalty for spying in peacetime.

(5) — combined with above measure—will extend the statute of limitations, in espionage cases.

(6) — combined in another measure—strengthens the perjury laws, and can be helpful in communist cases.

(7) — also combined—writes a modern definition of sabotage.

(8) Public Law 637 — is the measure which received the most publicity, and in which several items were combined. It was originally intended to provide for a better identification of certain communist-infiltrated organizations. It is the measure which "outlaws communism."

(9) Public Law 603—provides punishment for bail jumpers.

(10) Public Law 557—requires the communist party to register printing equipment, just as the communist organizations themselves are now required to register. I have no illusions about the willingness of the communist conspiracy to register itself or its facilities, but such laws make it easier to prosecute, when discovered.

That makes a net of how many—seven, I guess—measures directed against the conspiracy which, under the protection of the Constitution, and the weakness of or naivete of the previous administration, had gained such inroads in our nation.

Safety Tips

MORE ENFORCEMENT

Following 12 weeks of rigorous six-day-week training, a group of eighty Traffic Officers was graduated from the Highway Patrol's Sacramento Training Academy this week.

"From the Academy, these men will report immediately for duty assignments in the field," declared Patrol Commissioner B. R. Caldwell.

The Commissioner pointed out that the new Traffic Officers could not have been made available for field service at a more opportune time to add greater weight to the Patrol's recently announced program of re-emphasis on the enforcement of speed regulations.

"Some of these men are being assigned as replacements for retired or disabled officers but most of them represent new additions to the Patrol's enforcement strength," Caldwell explained.

The graduates are the first group of officers to reach the field following legislative approval of the Patrol's 1954-55 budget which provided for a limited number of new patrolmen.

"Lane straddlers are accident causers," declared Lieutenant H. W. Benkel, Commander of the Radio California Highway Patrol office.

"Whenever white lines mark streets or highways into traffic lanes, all motorists should travel within these lanes whenever possible," he said.

"Lane straddling in most instances indicates a lack of sufficient driving experience or an attitude of complete disregard for the equal rights of other highway users."

Dennis, the Menace

By Ketchum



"LOOK, PAL, IF I PLAY 'DOGGIE IN THE WINDOW' ONCE MORE, WILL YOU GO AWAY?"

THIS SIDE of The Sun

By Phat

Another who Deserves the lash. He speeds through Puddles with a splash.

Especially at Baristo road and Indian avenue where there always seems to be a puddle.

IT'S AGGRAVATING to assay the role of a perfect gentleman and ease through these puddles so that you will not splash muddy water on adjacent cars and on pedestrians—and then have some feckless boor boom through at 40 per and drench you. It's especially so just after you have had the car washed. And even more so if you just did the job yourself. . . . Which reminds me, that when you do the job yourself, you probably leave several puddles for other people to splash through and mayhap, ruin your own job.

THE ABOVE should answer the question of the gentleman who stopped me yesterday to ask this question: "Now that Pacific Standard Time is back, what will you have to gripe about?" Plenty. . . . The thought of PST brings to mind other communications received this week. All from newcomers to the Village. They suggested, as a bright new idea, that Palm Springs should maintain daylight time the year around. They don't know that it was tried once with dire results. The confusion that resulted in railroad, airlines and bus schedules. The mix-ups in long distance telephone calls and Western Union messages, when we were an hour different from the rest of the southern states. I liked that expression in those days of one of the advocates of Palm Springs daylight time: "Gosh Ding it! All of southern California but Palm Springs is an hour slow."

THE SEASON is here. Grand openings all around in some already, some within the next few weeks. Summer wrappings coming off the stores which closed for the so-called hot months, everybody saying "It's good to be back." And another sign is the out-of-state automobile license plates appearing on the Drive and parked against the curbs. Monday afternoon a Villager noted the car ahead of him had a Florida license. Passing that, the next car also Florida. And the third car he passed, also Florida. The cars were proceeding slowly as the drivers and passengers looked over Palm Springs. Perhaps seeking an enjoyable spot to spend the Winter.

YOU CAN'T BEAT free enterprise and the ingenuity of American manufacturers. For a long time gum manufacturers have been distressed because people with false teeth didn't buy their product. According to an article in a trade magazine, they tried for months to devise a gum that would not stick to the teeth but had no luck. Then, according to the same public print, the dentists came to the rescue. They invented, so I read, dentures that wouldn't stick to the gum (I mean chewing gum, of course). . . . And also noted in reading the advertisements, that you now can buy frankfurters in five colors, to match your furniture, table cloth or dishes. Hot Dog!

WISH SOMETIMES that I could produce these pieces like some of the other boys — and girls—who make a living just putting words on paper. You know, the writers who take one subject and stretch it thin through 800 or so words. When they sit down to pummel their typewriters and find nothing but a big, wide open blank place where their notes should have been, they just dream up something and utilize that one subject until they figure they have enough to get by for that day. What a luxury. That's what happened to me today. In the bright new dawn of this PST day I thrust clean paper into the typewriter, reached for my notes and found—just seven words which to blow up into 800. Even with this bit of epic musing, I am still some inches from the bottom of the column.

And today is payday, too.

Quotes

Official records of the proceedings of meetings were originally called minutes because they were recorded in minute or small writing and later transcribed in a larger hand.—Voice of Youth.

"Political economy" are two words that should be divorced on the grounds of incompatibility.—Venetian Blind News.

Economy has at least this to be said in its favor: it leaves you with an appetite. Not to want more is to lose half the enjoyment of life.—T. B. Clegg, Lifetime Living.

Democracy isn't a case of counting heads instead of breaking them — it's using them.—Quoted in Public Relations Journal.

Today's profits are yesterday's good will ripened. — Lipton Magazine.

The Voice of Broadway

By Dorothy Kilgallen

IT'S HARD TO IMAGINE how a Rockefeller could be married "secretly," but Arkansas friends believe Winthrop and heiress Jeanette Edris took a quiet waltz down the aisle a couple of weeks ago. At any rate, she's very much the hostess when he entertains at his farm near Little Rock. . . . Jackie Gleason is conducting a one-man campaign to solve the chorus girl unemployment situation. He'll use 32 dancing beauties on his TV show this season — twice as many as last season and an all-time high for video programs.

The Davey Gormans (he's the Rock Hudson of the jockeys) are heading for a Reno ending. . . . Marianne O'Brien Reynolds has her choice of a wealthy Frenchman and a titled Italian for her next matrimonial venture. Her latest one netted her a \$2,000,000 settlement. . . . A private detective has recorded 30 hours of tape on the love life of a television bigshot—made on orders of his wife. The sleuth boasts that the recordings are unrivaled in the annals of electronic eavesdropping.

THE DAZZLER with Nick Condos (Martha Raye's former spouse) looks like Ava Gardner, but isn't. She's Elle Brooks, and Nick is demonstrating his devotion by personally supervising the making of her new, est mink doodad. . . . The Coca-Cola Bottling Co. of New York and 7-Up are talking big business.

Actor Scott Brady, under the impression that the Venice Film Festival promoters were underwriting his hotel bill — about \$2,000 worth—was packed and on his way to the station when he learned that no one had said "be my guest," and the tab was all his. . . . Cafe singer Ginny Scott is in critical condition after an auto smashup in Wisconsin. . . . RCA exec Manny Saks is giving John Hodiak a little competition for Janis Paige's affections.

ADD CRYPTIC REPLIES: When a friend asked Mike Todd when he was going to marry Evelyn Keyes, he answered, "It takes two to tango." . . . New Year's Eve reservations already are being listed around town. It's only \$179 if you want to do your drinking for the evening in Bermuda—including a few days of resting up afterwards. . . . Frank Martinelli Jr., whose second marriage ended after five months, is being cheered by Lisa Kirk on the West Coast.

Bill DeWolfe is haunting the Drift in because Jay Rogers, who sings there, has caught his fancy. . . . Along Shubert Alley, they're forming a Committee for Postal Commemoration of the Legitimate Theater. Purpose: to get the Post Office to decorate stamps with the faces of giant personages of the American stage.

ROYAL VIGNETTE at the Carlton House: A bellhop, walking through the lobby with his arms full of newspapers and magazines, dropped a couple of the magazines. Princess Alexandra of England, who was just behind him, stooped quickly to pick them up and ran after him with them.

If the movie colony gossips want to know about Ethel Posner, who has the Maharajah of Baroda flinging here it is: She's a Brooklyn girl, Shelley Winters once understood her in a high school play; she has been married, divorced, and remarried to a man who somewhere along the way inherited eight million dollars, and at the moment they're separated again. She's a petite brunette, better dressed than most flicker stars.

Information you may never use: Polls Rovce are now available in chateaux. . . . Hildegarde, who usually wears evening gowns so tight she can barely walk in them, does an Old Soft Shoe with straw hat and cane—with Jack Whiting. (Copyright, 1954, King Features Syndicate, Inc.)

NEW YORK CAVALCADE

By Louis Sobol

CASUAL FRAGMENTS: Ali Khan is pinched for ready cabbage! Only last month he sold one of his prize brood mares to Sportsman Eleanor Sears for a record sum of \$150,000. Now he's demanding that Eleanor's lawyer bring the money to him in Paris — in cash, American notes. . . . Stripper Lili St. Cyr weds Ted Jourdan, in Las Vegas. He's Ted Lewis' nephew. . . . Apparently any differences that may have existed between songwriter Benny Davis and his frau, have been settled. They were a cozy twosome at the Copa. . . . That sporty looking foreign car John Perona is showing off proudly — his pals — is only the American-bred Cadillac turned out in Italy — sans the familiar fishtails. . . .

Phil Reisman, former vice-president of RKO pictures who, along with other top execs, was given the heave-o by the new and short-lived management of the studio when it changed hands for a brief spell last year, was announced recently in the trade papers as having been appointed top kick of the Todd AO company. Reisman tells us this announcement was premature—that negotiations are still underway—but could be a head up in a day. Medicos still worried about the condition of comedian Jerry Lewis. . . . Leonard MacBain, drum-beater for El Morocco, has found happiness again. Despondent for weeks over the death of his famed French Poodle which had been his companion for years, he's been lifted out of his despair by the gift of a prize poodle—Hope Hampton's gesture. . . . Incidentally, insists there's no new romance in her life. Just going out with nice boys who can dance, she says. . . . Jack Paar's dtr, Randy, who's appeared several times on her pop's teevee stanza, has had her video career cut short, temporarily. She's 5—had to start school. . . . Talent war in Las Vegas may up the fantastic salaries already being paid to name stars. Up to now, there was an agreement among the hotel owners not to lure performers away from each other. Now that period of amicability is apparently at an end. . . . Joe E. Lewis' best friends are worried because he's defying the orders of his medicos. . . . Ava Gardner is holing up at the Hotel Drake during her stay in connection with the premiere of "The Barefoot Con-

tessa." The assistant manager who has charge of all details which will add to Ava's comfort is—believe it or not, Mr. Barefoot, on the level—his full name—Redin Barefoot and he will be one of those accompanying Ava to the premiere. . . . Joe Faulkner's six word novel: Date, fate, mate, sate, hate, gate. . . . New York is like this. One nite spot has no less than six bands on its weekly payroll—the Metropole which roars out its jazz from 3 p.m. to 3 a.m. . . . Two singing gals now know what one lucky break can mean. Both Eileen Barton and Kitty Kallen are deluged with offers, upping their former salaries three and fourfold. Eileen because of her sensational showing at the Copa—Kitty because of her recent disc hits—"Little Things Mean a Lot" and "Chapel in the Moonlight." . . . From our European Letter: Jaime Ortiz Patino, being sued by Joanne Connolly for \$1,000 a week alimony, has taken a job in Lauzanne to prove he is broke. Is selling curtains and furniture on a commission basis at the Lauzanne Fair. . . . Playwright Terence Rattigan is completing a movie script of his "Deep Blue Sea" in which Vivian Leigh will star—playing the part, ironically enuf, of a neurotic wife. . . . Mrs. J. B. Priestly, wife of the famed novelist, has become a cigar smoker. Puffs away at long panatellas in public places. . . . The British evidently believe American gals have thinner necks than their English cousins. Pearl necklace manufacturers in England produce 12½ inch strands for English women—11½ inch for U.S. trade. (Distributed by King Features Syndicate, Inc.)

CATHEDRAL CITY

By PAUL AND MILDRED CLARK

APPROVE TRANSFER

Transfer of the contract held by Desert Disposal Service operated by Contractors Hicks and Allred for pick-up and disposal of garbage and refuse in the Cathedral Sanitation District was approved by the district board at a meeting held Wednesday night. The board members, Claude Cobb, president; Edward Biles, Riley Egbert, Robert H. Sherrill, the other member, Mike Gordon, being absent, announced that Ottor J. Roen who presently operates a disposal service in Palm Desert and Rancho Mirage has taken over the contract.

The Disposal Service office will be moved from the present location at 36-711 Cathedral Canyon Drive to 600 Second street, Cathedral City. Owing to increased costs, the board has authorized a 25c increase in rates for single residence pick up. The new rate will be \$1.75 per month. There will be no change in multiple rental units.

The district pays a subsidy to the disposal service for maintaining service throughout the summer, when otherwise it would be unprofitable to operate. One of the conditions of the contract therefore is that the charge to property owners outside the district must be at least 25 percent greater than in the district to make up for the subsidy and the maintenance of the dump site owned by the district. Mrs. Genevieve Johnson, who has been in charge of the office for the Desert Disposal Service, will continue at the new location.

The Asper Sun—7b
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, September 30, 1954

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GANNON REALTY CO. 2772
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MILLER, RAY
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HERE BE A SONG IN EACH MAN'S HEAR



(Chamber of Commerce Photo)
NEW CHASE SCHOOL FACULTY MEMBERS — Chase School, located on the old Bell Ranch in Thousand Palms, opened its 1954-55 session this week with an expanded enrollment of students. New faculty members, discussing the school's program with Col. Thomas K. Fisher, head of scholastic studies, right, are, from left, John Lamberson, Edward Van Metre, Thomas B. Dillon and Stanley E. Ellefson, Jr.

Sign of Times

Summer Variance
Ends October 15

All of those "Open All Summer" signs which reminded Villagers and visitors that Palm Springs is more and more becoming an all-year town, will be down by October 15. R. W. Peterson, city manager, explained yesterday.

The temporary signs were permitted under a blanket variance from the provisions of the city sign ordinance for use in Summer only.

Hotel and apartment house owners who displayed the signs were asked by the city manager to cooperate with the ordinance and have the signs down by October 15.

Swimming Pools Feature Building Activity in Week

Swimming pools featured building activity in Palm Springs during the past week with seven being started. Three dwellings were also begun and one \$29,000 apartment house.

Total value of permits issued by the city building department was \$94,600.

In the county area around Palm Springs permits valued at \$9,580 were issued.

Permits issued by the city building department went to:

V. Alehian, 2223 Araby drive, J. Parvess, addition, \$2,000.

B. J. Boyd, 1225 Doer Well road, Hoams Construction, swimming pool, \$3,000.

Casa de Beverly, 296 South Palm Canyon, J. Stuart, heating system, \$1,100.

Verna M. Clark, 2475 Caidillo, J. I. Cavett dwelling, \$6,500.

El Encanto, South Palm Canyon, S. Pascal, installation, \$3,000.

Frazier Rhodes and Stephen, 980 Pasadena place, apartments, \$29,000.

W. E. Froud, 356 Pablo drive, Kenyon, swimming pool, \$4,000.

T. Graham, 1375 Buena Vista, R. Chamberlain, garage, \$1,000.

Dr. M. S. Haverman, 2292 Belding drive, Hoams Construction, swimming pool, \$4,000.

Frank Hendrickson, 1460 Fiesta road, dwelling, \$14,000.

Robert Leaver, South Calle Marcus, Ed Kenyon, swimming pool, \$3,000.

O. Levert, North Santa Rosa, addition, \$1,000.

J. Meiselman, 564 North Calle Ralph, T. Frederickson, dwelling, \$9,000.

M. R. Mooney, 740 Mel avenue, J. Pawling, swimming pool, \$4,000.

Samuel Rose, 1455 North Indian avenue, Hoams Construction, swimming pool, \$5,000.

M. Stafford, 2249 North Palm Canyon, Hoams Construction, swimming pool, \$4,000.

County permits were issued to:

John Grant, Palm Desert, Pad-dock, pool, \$4,000.

K. Naylor, La Quinta, addition, \$3,780.

Knauer Siegfried, Rancho Mirage, alterations, \$1,800.

War Bond, Camera and Stamps Lost in City

Loss of a brown alligator suitcase containing a \$50 war bond, two books of Savings Bond stamps, a camera and personal effects, was reported to police Friday by H. J. Cavanaugh of Chicago, Illinois.

Larger Enrollment, Faculty at Chase School Opening

Chase School, on the old Bell Ranch in Thousand Palms, opened this week with an expanded enrollment of students and a week of hard preparatory work behind the faculty.

Both veterans of the school's two previous years and new faces.

Sponsored by the Desert Educational Foundation, a non-profit organization, Chase is a boarding school for younger boys and begins the 1954-1955 season with the following new faculty members:

Mrs. E. Knisley Hales of Winnetka, Illinois, who will be librarian and assistant hostess; Thomas B. Dillon, BA in anthropology from University of California and an MA in history from Western Reserve University, a resident of Los Angeles who has taught for some years in California schools; Stanley E. Ellefson Jr. who has completed his active duty as First Lieutenant gunnery and education officer aboard the U.S.S. Orca. Ellefson is a graduate of the University of Washington where he majored in industrial arts education with a minor in mathematics and science. John R. Lamberson, AB in history from the University of California, a resident of San Leandro. He not only specialized in elementary education, but was an active participant in university sports. Mrs. Elizabeth McKinley returns to continue the teaching of mathematics, arranges square dances for the students, their families, and the school's neighbors. Bill and Theda Bradley will continue with the instruction of horsemanship and this year will add the teaching of roping. Edward Van Metre, Oberlin College

graduate with an AB in history, returns to take charge of the dormitories and supervise athletics and will head the history department; Patricia Downer Van Metre is a graduate of the University of Arizona, B.Sc. The Van Metres run Camp Cocoon at Happy Jack, Arizona. Miss Helen Goodman, California School of Fine Arts, again instructs in art and dancing and also serves as financial secretary. Col. Thomas K. Fisher, AB and AM Harvard University, continues as head of scholastic studies, teaching English, the use of visual aids and riflery in which he is an official instructor of the National Rifle Association, and hunter-safety instructor for the state of California. Mrs. Rosamond Fisher, BS from Columbia University and research student in child psychology at Yale, Oxford, and the University of Vienna, is school secretary and special assistant in testing.

Other returning staff members are Bill Livizey, chef; Zeke Story, ranch foreman; Johnny Lyons, head wrangler; Mrs. Emma Kozlowski, house mother and housekeeper.

The director, Mrs. C. Thurston Chase Jr., is a trustee of Educational Foundation and widely known in all phases of school teaching, private and public.

Cycle Cavalcade Member Injured in Mishap Here

Hark Vikson, 37, of Pasadena, was treated at Desert Hospital Sunday and later transferred to Riverside County General Hospital as result of a motorcycle mishap on an isolated desert road off Highway 111 near the Southern Pacific station. Vikson suffered a broken leg in the accident.

He was a member of a Bombers club motorcycle cavalcade which roared through the back roads of the desert area to Salton Sea and back. There were 200 members of the club in the party on its 1954 Cactus Derby.

Wherever possible the tour was over back roads instead of on the main highways and did not hit Palm Springs down town.

Flying Trip

Mrs. Bunker Talks at Banning Meeting

Zaddie Bunker, Palm Springs "Flying Great-Grandmother," was the speaker yesterday noon when Banning Kiwanis club met at Hotel Banning.

Mrs. Bunker described her recent aerial vacation jaunt of 15,000 miles across the nation and back and told of her various experiences.

the treasurer, two most important positions for the institute.

The Leslie Kelleys had as their weekend guests Mr. Kelley's sister and her husband, the William Hoags of Pasadena, and his brother and wife, Mr. and Mrs. Ben F. Kelley.

Ralph Croom has re-opened his watch repair and jewelry store after a summer spent at his old home in the Ozarks resort district. Mr. Croom brought his aged father, D. F. Croom, back with him to make his home here.

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Shooting Youth Handed to Dad

Palm Springs Police on Sunday aided in the apprehension of a Cathedral City youth who was reported by other motorists to have been firing an air

pistol out of a car window while traveling between Rancho Mirage and Cathedral City.

The youth was released to the custody of his father, and will appear later at the sheriff's sub-station at Indio.

CLASSIFIED ADS
READ SUN

TRAVEL SMILES

BY Merry Miles

The child on the Greyhound bus was four, and bright as a crick-et. "I can read the signs," she chirped and demonstrated on the next one we passed. "What else?" I asked. "Oh, I can only read how far," she said, "but not where to!"

Everyone likes Greyhound travel because it's so intimate and personal, as well as low in cost. You're close to everything — scenery, people, the towns, cities and countryside.

If you're getting a few days or a couple of weeks off this fall, ask Greyhound for free literature on the latest Merry Miles Vacations. You can go anywhere, because Greyhound serves all 48 states.

There are pre-planned trips in the West, to all the national parks, around the U.S. and also to Canada, Mexico and the Caribbean. Prices are surprisingly low because Greyhound fares are so low.

For example, a 13-day vacation to the Pacific Northwest and Canada costs only \$11.15 double-room rate, per person, plus tax, from Los Angeles. That includes hotel rooms, sightseeing in San Francisco, Portland, Seattle, Vancouver and Victoria, steamship fares, and travel via Redwood Empire, Oregon Coast and Shasta-Cascade Wonderland. See Greyhound or your travel agent.

So long for now. This is Merry Miles saying, "I'll be seeing you, and you'll be seeing America — best — by Greyhound."

Season's Plans Before Realtors

Palm Springs Real Estate Board held informal discussions on topics of interest to members at its initial meeting of the fall season Monday night at Wars Memorial building.

Among items considered, without action being taken, were: Advertising, sub-division of lots in regard to required width sizes, and necessity of curbs and gutters for areas where paving otherwise would be accomplished.

President James W. Hammond, who presided, announced that the next meeting would be held the first part of October.

Try my new INSTANT MARBLE PIE!

Arabelle Jell-well says:

made with Jell-well INSTANT PUDDINGS

Chocolate and Vanilla Flavors and PIRATES' GOLD SUGAR HONEY GRAHAMS

Jell-well Instant Pudding VANILLA CHOCOLATE

New pie idea you can prepare in minutes—get your special recipe and all the fixin's at...

SAFEWAY

SUPER COROX Gets RED HOT in 30 SECONDS!

Soup in 2½ minutes... bacon and eggs in only 3 minutes with Super Corox, the world's fastest heating surface unit. See this new copper-styled range today...

with Big Miracle Sealed Oven Built-In Automatic Clock and Timer

Model M9 Be Modern...Cook Electrically!

YOU CAN BE SURE...if it's Westinghouse

Displayed and Sold at all District Offices

CALIFORNIA ELECTRIC POWER COMPANY

Model M9 Be Modern...Cook Electrically!

YOU CAN BE SURE...if it's Westinghouse

Displayed and Sold at all District Offices

CALIFORNIA ELECTRIC POWER COMPANY

Model M9 Be Modern...Cook Electrically!

YOU CAN BE SURE...if it's Westinghouse

THOUSAND PALMS

By ELIZABETH NELSON — Phone 154

With the back-to-school activity came some most happy news from two Thousand Palms young ladies.

Although Miss Mary Jean Lennie had been wearing that sparkler on her third finger left hand for some weeks, the announcement of her engagement to Donald F. Macpherson, Jr., of Indio, was officially made by her parents just before they departed for their respective colleges. Mary Jean is the daughter of Mr. and Mrs. Henry M. Lennie of Thousand Palms; Donald F. Macpherson, Sr., of Indio. Both juniors, Mary Jean is pursuing her studies at San Diego State College in education and Don is an aeronautical engineering student at California Polytechnic College in San Luis Obispo. They plan to be married in the early summer of 1955.

By means of a cleverly prepared pantomime, the engagement ring was slipped on the third finger left hand of Miss Dorothy Wallace by her fiancé, Wilburn Carl Smith of Spokane.

Banning Arrest is Echoed Here

Arrest Sunday of a 19-year-old Banning youth, Frank Quintana, resulted in the solving of three burglaries in that city, and a car clout case in Palm Springs which had been unsolved for about a year.

The theft here involved a typewriter and clothing. Sheriff's Sgt. Eddie Brown returned the typewriter to local police Sunday, but reported that the clothing had been worn out.

Quintana was arrested in Banning after investigation conducted by the Banning Police and sheriff's officers.

Box Car

Fire on Train Subdued Here

State Forestry Division fire trucks from Banning, Cathedral City and Desert Hot Springs rushed to the Southern Pacific depot late Sunday where a box car was reported on fire.

A car laden with paint was noted as the train neared the local depot.

Crew members had it well under control when the fire departments arrived and the train was able to proceed soon after.

Solvent Stolen from Hangar at Airport

Theft of 40 gallons of liquid solvent from a hangar at Palm Springs airport was reported to police Saturday by T. W. Hallburg 883 San Lucas road, of the Master Specialties Company.

The solvent was valued at \$18, police said.

The Desert Sun—8b and PALM SPRINGS NEWS PALM SPRINGS, CALIFORNIA Thursday, September 30, 1954

Woman Winner of Thrifty Trip

Mrs. Clara L. Velvick of Bellflower was the winner of two trips to the World Series via TWA in Thrifty Drug Stores' September Blue Ribbon Prize contest. The World Series trip was arranged through the cooperation of the Los Angeles Daily News.

Other winners in Thrifty's September contest will be posted in all Thrifty Drug Stores the end of this week. These winners will receive RCA Estate gas ranges, Bushnell binoculars, Speed Queen automatic washers, and a Sylvania television set.

Another big contest begins tomorrow at all Thrifty Drug Stores. Included in the list of October prizes are ten O'Keefe & Merritt gas ranges, a General Electric automatic washer, a Day & Night water heater, and three Smith-Corona typewriters. Customers may enter the free contest at any Thrifty Drug Stores by merely writing their name and address. There is no skill involved and nothing to solve in Thrifty Drug Stores' gigantic Silver Jubilee series of contests.

SQUIRT Snowball
SQUIRT & VODKA
MADE FOR EACH OTHER
Copyright 1954, The Squire Company

IT'S ANOTHER BOY!

The Everett C. Willis family of Shangri-la Palms Wednesday, September 15, welcomed a husky 8 pound 1½-ounce boy, who was born at the Coachella Valley hospital in Indio. Especially excited are the new arrivals' older brothers, Steve and Lynn, who had been wishing for a "baby brother," although Steve had thought it might be especially nice at times to have a "baby sister to help Mamma with the dishes." And proud Papa was showing off the latest offspring within a few hours after his arrival by flashing around the baby's very first picture. (That's right, Papa is a photographer dba Willis Photo in Indio.) The young chap has been given the name of Todd Burton.

Mrs. Walter G. Bovee of Thousand Palms Estates has recently been released from a Fort Angeles, Washington hospital following major surgery. After many friends will be glad to know that the report was that she was coming along well; but plans for their return to the desert have not yet been made. Mr. Bovee and their daughter, Miss Patricia Dyal, are with Mrs. Bovee in the northern city, their former home.

TIME FLIES

...so why don't you?



LAS VEGAS
Only 1 hour, 20 minutes
on the direct route!
Call Western at 2709 or the
Olman Travel Service, 2756.

WESTERN AIRLINES

"You'll like
Lucky—the
aged beer"

says
Rosalind Russell
Famous Star of Stage and Screen
Starring in the Technicolor Musical
"THE GIRL RUSH"
An RKO-Radio VistaVision Picture



Make the Lucky 7-Day Test
Try Lucky Lager for 7 days.
Notice the tremendous difference
Lucky's thorough ageing makes.
You'll find it tastes better—because it's
made better. Get Lucky for 7
days and be Lucky forever.

Taste what a difference
Lucky's thorough ageing makes

LUCKY LAGER
THE AGED BEER

© 1954—Lucky Lager Brewing Co.—Los Angeles, San Francisco, Cal., Vancouver, Wash.

Thrifty
CUT RATE DRUG STORES
MANY
in ONE
GIVE CHECKS FOR ALL!

THRIFTY EXCLUSIVE BONDED PRESCRIPTIONS
Nowhere but at Thrifty Drug Stores will you be given a Bonded Certificate with every prescription. Thrifty's assurance that all ingredients are exactly what your Doctor prescribed.

Smartfit NYLONS
THE MORE YOU BUY THE MORE YOU SAVE!
66 GAUGE • 12 DENIER
60 GAUGE • 15 DENIER
51 GAUGE • 15 DENIER
FIRST QUALITY • FULL FASHIONED
77c pr. BUY 3 PAIR BUY 6 PAIR
And Pay Only And Pay Only
72c pr. 67c pr.
Your Choice

IN THE LATEST SMART NEW FALL SHADES
Flawlessly flattering, misty sheer and clear. Snag-resistant and longer wearing. Be smart, stock up now and save!

AJAX CLEANSER New Giant Size Limit 2 **2.33c**
NORTHERN TISSUE Soft, Absorbent, Limit 2 **6c**
SHOWER CAPS 25c VALUE, PLASTIC CHOICE OF COLORS **7c**

FOUNTAIN GRILL SPECIAL!
BREAKFAST SPECIAL 27c
• RANCH FRESH EGG
• Fried in Creamy Butter
• Strip of Crisp Bacon
• Mash Browned Potatoes
• Toast and Butter
Special Until 11:00 A.M.
DELICIOUS BOWLFUL STRAWBERRY SHORTCAKE 21c
WITH PLENTY OF WHIPPED CREAM

REG. 59c Dark Chocolate PANNED MINTS 49c
FULL POUND
TONS of **JUMBO COOKIES 29c**
FULL POUND
10 POPULAR VARIETIES

\$3.95 SILEX COFFEE MAKER
• 8 Cup Capacity
Made of pyrex glass. Keeps coffee clear and delicious. Unusual value!

\$6.95 VALUE SAN FERNANDO 16 INCH LAZY SUSAN \$3.98
Popular drip glass. Ball-bearing base!

Be the Life of the Party! ZA ZA the Snake Charmer 19c
It dances, it wiggles, it jumps! My friends, try your friends. With magic flute.

King Edward CIGARS
Reg. \$2.70
BOX OF 50
Limit 1 Box **\$2.39**

19c CORN COB PIPES SWEET SMOKING **13c**
A Good Old Fashioned Smoke!

366 SO. PALM CANYON DR.
PALM SPRINGS, CALIFORNIA

OCTOBER HARVEST OF PRIZES!



1ST THRU 10TH PRIZES \$340.00 VALUE! O'KEEFE & MERRITT AUTOMATIC GAS RANGE
• AMERICA'S MOST MODERN GAS RANGE ON THE MARKET
Featuring Hi-Vue Oven which eliminates banding and stooping to open oven doors to watch progress of food in oven. System of mirrors allows you to see inside the oven while cooking. Foods cook faster—kitchens stay cooler. Also with grill-ventilator broiler.
NOW AVAILABLE IN PASTEL COLORS

11TH PRIZE AUTOMATIC General Electric WASHER
• KING-SIZE—50% MORE CLOTHES CAPACITY
Courtesy of BEACON SHOPS
8614 S. Western, L.A.



12TH PRIZE Day 'N NITE JET GLASS WATER HEATER
Jet-glass-lined with glass fused to steel. 30 gallon capacity. Hot water when you want it!

13TH THRU 15TH PRIZES Smith-Corona TYPEWRITER
Skywriter model, weighs just 9 lbs. In metal carrying case.

HERE'S ALL YOU DO
Simply put your name and address on a Thrifty sales receipt, except liquor or reasonable facsimile and deposit in Thrifty display box. Don't miss out, you may be a winner!
NO PURCHASE NECESSARY

\$29.95 VALUE! EVEN-HOT AUTOMATIC ELECTRIC BLANKET
Double Bed Size
Made of "Ther-o-loom," an entirely new blanket textile, luxuriously soft and deep napped.
\$15.79

Adult or Infant, Bottle of 12—Limit 1 Glycerin SUPPOSITORIES 9c
Full Quart Antiseptic **AMBER MOUTH WASH . 33c**
Ounce Tube **TRYCO OINTMENT 89c**
La Madrid, Pure, Full Pint **63c VIRGIN OLIVE OIL . 49c**
Half Ounce **TINCTURE IODINE 6c**

FREE! 40c NAIL ENAMEL
Revlon new non-smear type **Revlon Lipstick**
WEAR LONGER **FREE! 40c NAIL ENAMEL**
WITH PURCHASE REGULAR \$1.10 **Revlon Non-Smear Lanolite LIPSTICK \$1.50 Value \$1.10**
BOTH FOR **\$1.10**

\$1.50 VALUE! MEN'S "HELANCA" S-T-R-E-T-C-H SOX 79c
Wow! Almost 1/2 price for genuine Helanca nylon yarn. Fits any size 10-13.
• BOY'S 2 Pair \$1.50
S-T-R-E-T-C-H SOX 69c pr.

LIQUOR DEPARTMENT SPECIALS
6-YEAR OLD Mellow Springs Bottled in Bond KENTUCKY STRAIGHT BOURBON FIFTH GALLON **\$3.98**
HARKOFF VODKA FIFTH GALLON **\$2.59**
OLD MINER DISTILLED DRY GIN FIFTH GALLON **\$2.59**
5 YEAR OLD KENTUCKY CHAMPION • Kentucky Straight Bourbon FIFTH GALLON **\$3.59**
Unusually smooth and mellow tasting.
Formerly 89c **SUN CAL LOGANBERRY WINE** Fifth Gallon **39c**
REGENT BEER
Extra Dry, 2 for 27c—12-oz cans
6 Pack, 81c — Case of 24, \$3.14

KCMJ and THRIFTY DRUG STORE
presents
The **ACE HUDKIN'S SHOW**
3:30 to 4:15 p.m.
Mon. thru Fri.
KCMJ, CBS

How would you like to win **\$200.00** — In Merchandise —
No Purchase Necessary

What to do:
Send your name, address and phone number to Ace Hudkins Show, KCMJ, Palm Springs. If your name is drawn, Ace will call you and you may win the \$200.00 Jackpot.
The winner will receive a \$10 Merchandise Order from the following merchants.

The Doll House
Beebe's Resort Wear
Plaza Motors
The Palm Springs Music Company
Chi Chi Restaurant
Desert Inn Garage
Johnny's Hancock Service
Ray's Men's Wear
The Barn
Adrian's
Mayfair Market
Ezma's Beauty Studio
Ren Cowan Ford
Maher's Desert Furniture
Palm House
Automatic Laundry
Carlos' Men's Wear
Favyn's Trailer Supply
Cork 'N' Bottle
Palm Springs Lincoln Mercury
Stack Chevrolet
Beebe's Desert Plymouth
Howard Manor
Ed Hogan Golf Range
Lone Palm Hotel
Marty Cobin's Fashion Center
Palm Springs Cleaners
Nelson's O'asis Men's Shop
Village Market
George Mill Fashions
Kenny's Koffee Kup
Village Flower Shop
The French Boutique
Beachcomber Shops
Lee Baker-Cantina

CONTEST STARTS MONDAY, OCTOBER 11, 1954
Send in your name and phone number now!



FIRST BIG PARTY — A gay opening to the new party season was the Saturday night party given by Mrs. J. Darsie Lloyd and Miss Janet Gunn at the Lloyd home on Hermosa. Pictured, in front, left to right, Col. Paul Jacobs of Norton Air Base, Mrs. Lloyd, Art Baker, of radio and TV; standing, Anita Haskell Jones and Miss Gunn.

Beebes Bring Collection of Indian Artifacts Here

Thousands of pounds of art objects are being moved this week from Albuquerque, New Mexico to Palm Springs by Dr. and Mrs. M. H. Beebe who recently purchased the Myron Freiberg home at 1091 San Jacinto Way. Mrs. Beebe, who works under the name of Hazle Talley Beebe, has exhibited her works at the Boston Gallery of Fine Arts, in Portland and Miami, at the New Mexico State Art Gallery, the Old Town Galleries of Albuquerque and the New Mexico State Fair. She is unusual in that she does not confine her art to one medium but works in oils and pastels and also does sculpturing and wood carving.

Her collection of hand carved Indian type furniture, Indian pottery from all the Pueblos along the Rio Grande and Indian baskets from New Mexico and Arizona is rivaled by the few private collections. It contains almost everything from a genuine peace pipe, cradleboard to wampum and many arrowheads. She has lectured on many occasions on the ways of her Indian friends and has had the privilege of being adopted by three tribes and of attending both weddings and christenings.

Travelers Do Some Promoting for Village

The Barney Barnards of 1121 Linda Vista, did some promotion work for Palm Springs on their European trip, that took them into five countries. The Desert Sun followed them all over Europe and they left their home-town paper laying in a lot of hotel lobbies for others to read.

They left the last of April for New York and sailed for Paris in early May. Renting a Simca

Nelsons Spent Summer Fishing

Mr. and Mrs. Leo Nelson of 257 South Patencio, spent the summer on fishing trips to Independence and down to Ensenada.

Mrs. Nelson has just returned from a buying trip to Los Angeles and will again be with Faye-Renee when that shop opens in mid-October.

they motored over the continent and all over the Alpine country. Returning to the United States they stopped in Detroit to pick up a new car to drive home.

The Barnards report that the weather was pretty bad every place they went and that there is no place (repeat, no place) like Palm Springs.

mary helen teens presents

Cindy Hall

and

Mary Lou Ruskin

on the teenagers platter party
10:15 Saturday night — KCMJ

Around Town

with Hildy Crawford

Stop singing the "September Song" and swing into October with a warm feeling in your heart . . . as you return to familiar haunts and greet old friends who were missed this summer . . . Clubs and organizations are meeting again . . . the party rounds started early this year . . . and openings mark the calendar . . . like to-night when George and Ethel Strebe open the doors of their enlarged Doll House . . . It's bigger now but you can count on the same informal, friendly atmosphere . . . that has made it a favorite night spot for 28 years . . .

Eviction Party

Helen Lloyd opened the party season early on Saturday night . . . with a merry cocktail party at the big Lloyd house on Hermosa . . . and was calling it her "Eviction Party" because she has leased the house to the Robert M. Halls . . . and has to vacate the first of the month.

Assisting with the hostess duties was attractive Janet Gunn, radio social commentator. Besides the fun of greeting friends that we have missed this summer . . . we enjoyed meeting Art Baker, who spent two days here as Mrs. Lloyd's houseguest . . . I liked his quip about his sponsors . . . He said he "sells cars and works for peanuts". With him was the talented Katherine Stuberger of Hollywood . . . who creates objets d'arts for movie sets . . . and made that enchanting white horse (of the carousel type) that stands in Helen's poolside bar room . . .

The glowing pool and lighted palms made an attractive setting for the party . . . and the buffet was spread on a table topped with a white parasol cleverly contrived of Mexican hats.

The Harold Murphys were there . . . she looking very pretty in white and pretty well recovered from her summer's operation . . . Col. Paul Jacobs of Norton Air Base, Reed and Fleta Hubbell . . . Dr. and Mrs. William C. McBride, George and Mickey Wheeler, the Lawrence Cotners . . . Ray and Blake Corliss, Skip Lawson, Bobby Nye, the Larry Kayes . . . Anita Haskell Jones with Charlie Doorley, who had just gotten in from Chicago . . . Corinne Carlson, Xavier Lucius, Bill Boggess, James Harold . . . and the Frank Ryans (they summered in LaJolla and expect to be here this winter) . . . were among the guests . . . and Curly Atkinson was there with his guitar and songs.

Even though she has leased her home . . . Helen said she expected to be down here occasionally this winter from Beverly Hills . . .

Down from San Francisco for a long weekend were Mr. and Mrs. Louis A. Benoist . . . They returned to San Francisco on Monday . . . but said they would be down for weekends, at least, because they "love it down here". They had as their houseguest, a cousin Miss Mimi Bellinger of Burlingame

early returnees at Smoke Tree . . . The Majors were up north for awhile this summer . . . and then took an apartment in Westwood and spent the warm days at the Beach Club in Santa Monica . . . Their daughter Mrs. Paul Carter and her daughter Leslie of Palos Verdes Estates, will be down for a visit in about two weeks . . .

Mrs. Jerelyn Kellard of Bel-Air, has opened her new house at Deep Well . . . and will be here for the winter season . . . The very social Mrs. Kellard should be a nice addition to local circles . . .

The Harry Darts (owner of Deep Well Colony Estates) are reported . . . en route to Palm Springs from Detroit . . . Also arriving are the Bernard Fords of Burlingame . . . who expect to spend quite a bit of time here this year . . . Mrs. Ford is recuperating from two serious operations . . .

Mrs. Ward Warner of New York, frequent Village visitor, who spent the summer at Lake Tahoe with her sister Mrs. Vivian Summerfield . . . is in St. Mary's hospital in Reno . . . recovering from major surgery . . .

Millie Houghton went back to Los Angeles yesterday . . . after spending a few days at their El Mirador cottage . . . Rosalind Danforth came down with her . . . Millie says she and Ed will be down for El Mirador's opening October 22 . . .

From Vienna

Ruthie Warburton postcards from Vienna that it is still beautiful despite the bombings . . . and that reconstruction is still going on . . . and that the Opera House, which was completely demolished has been rebuilt and will open in November . . . Another card from Ruthie shows Hitler's Berchtesgaden conference house.

(More, page 3c)

They dined at the Chi Chi one night . . . In their party was Bill Boggess . . . and Geoffrey Ford of San Francisco, who was down to open his new house on Overlook road . . . Roy Bradley called from Hollywood to say the Beachcomber crowd are looking forward to their opening here on October 20 . . . Roy said he had seen a lot of Palm Springers at the Hollywood Beachcomber . . . the Harpo Marxes, Don Hartmans, the Freeman Gossens, among others . . . and all eager to get back to Palm Springs . . .

Marty (Mrs. Sam Keith) of 1067 Tamarisk, has been commuting between the Village and LA all summer . . . doing action commercials for television . . . You can see her on Channel 13 on Sunday nights . . . opening refrigerator doors . . .

At Smoke Tree

The Horace Majors and their son Malcolm are among the

PALM VALLEY SCHOOL

A Private Day School
for Boys and Girls

Opening Monday, October 4

- Grades 5 through 12
- Monthly Enrollments
- Small Classes

Highly Experienced Staff of Teachers
Swimming — Supervised Athletic Program

5th and 6th Grades added this year
Transportation Provided

Located four miles east of Palm Springs off Highway 111.

J. Blake Field, Director

HARVARD, A.B., M.A.

P.O. Box 519 Tel. 8-4472 Palm Springs

You're
Invited
to the Formal Opening of the
New
Plaza Jewelers
Saturday, October 2

See our completely new store, stocked with only the finest in nationally known watches, clocks, sterling, holloware, costume accessories and exquisite gift items. Famous watch names are such as Hamilton, Elgin, Longines, Omega, Le Coultre, Silver by Wallace, Heirloom, Gorham, Lunt, International and Reed & Barton. Costume pieces by Trifari, Penino, Marcel Boucher, Coro and many, many others.

Thrill to the sight of the largest selection of diamonds ever displayed in the Palm Springs resort area.

Charge accounts are cordially invited.

Credit to suit your budget.

Store hours 9 A.M. to 6 P.M.

Open Fridays until 9 P.M.

BEN ZEISEL,
OWNER

Corner Palm Canyon Drive & The Plaza

Phone 4756

Soroptimists Hold First Fall Session

Sixteen members of the Soroptimist Club of Palm Springs attended the first fall session of the club held in the Chi Chi Blue Room Tuesday noon.

A telegram of greeting from President Lucille Johnson in Juneau, Alaska, Mrs. Johnson, who is on vacation, said that she will be here for next Tuesday's meeting. Vice President Mildred Jackson presided in her absence.

Dr. Callista Stefan and Katherine Finch reported on the Attendance Council which they attended at the Mission Inn in Riverside on Saturday.

A group of Palm Springs Soroptimists plan to go to Redlands this evening to attend the Founders Day party being given by the Redlands Club.

Plans are underway to have delegates from the local club attend the District Conference in Flagstaff in two weeks.

Mrs. R. F. Graettinger, 450 Avenida Olancha, is flying to Chicago Saturday evening for a few weeks' visit with her son, Dr. John S. Graettinger and wife and three grandchildren at Hinsdale, Illinois.



RETURN TO VILLAGE HOME — Back from Bel-Air, Charles and Virginia Farrell return today to their Village home for the fall and winter season. Charlie, who was busy this summer with his "My Little Margie" shows on radio and television, is now completing plans for the opening of the Racquet Club next month, for its 20th season. While filming a TV show in Hawaii this summer, he acquired four Indian Hill Mynahs. The Farrells, two of Palm Springs favorite people, are pictured at their home during a visit this past weekend, trying to teach the Mynahs to talk.

Pageant of Democracy to Feature Stevenson Rally

A spectacular "Pageant of Democracy" will be one of the highlights of the Adlai Stevenson Rally, Saturday evening, Oct. 9 at the Hollywood Bowl. Paul Ziffren, Democratic National Committeeman announces.

Dore Schary, vice-president in charge of production-MGM is chairman of the Stevenson Rally program committee. Co-chairmen are Roy Brewer, motion picture executive, and William Goetz, president of William Goetz Productions. Serving on the program committee are William Blaustein, motion picture producer, 20th Century Fox; Philip Dunne, motion picture producer and writer, 20th Century Fox; William Gordon, motion picture executive, Universal-International Pictures; Johnny

Green, musical director and composer—MGM; Don Hartman, in charge of production—Paramount Pictures; Stanley Kramer, president—Stanley Kramer Co.; Joe Parker, television director and producer; Walter Reilly, motion picture executive—MGM; Allen Rivkin, screenwriter and publicist; Joe Schoenfeld, editor Daily Variety; Sol C. Siegal, motion picture executive, Paramount; Milton Sperling, president of Leonard Spiegelglass, screenwriter MGM; and Jerry Wald, in charge of production, Columbia Pictures.

A cast of Hollywood stars will participate in the program which will precede a major address by Adlai Stevenson.

Richard Graves, Edward Roybal, Samuel Yorty, Richard Richards, and all the other Democratic Statewide, Congressional, and Assembly candidates will be on hand to meet Adlai Stevenson.

Tickets for the Rally are available for contributions of \$5, \$2.50, and \$1 at Democratic Headquarters, 742 S. Hill St., Suite 911, Ma 5-2741, Ma 5-7831, MI 3231.

Chicken Dinner Saturday Night at Legion Hall

A southern fried chicken dinner will be served Saturday night at 7:30 p.m. at the Wars Memorial building by the ladies of Owen Coffman Unit 519 American Legion Auxiliary.

The ladies will be joined by their husbands and friends. Dinner will be followed by dancing to the music of a three-piece orchestra, games and entertainment, and other attractions.

Mrs. Candid St. George is in charge of the dinner.

Van Dames Have First Grandchild

Mr. and Mrs. Morris Van Dame (he is maintenance man at the Palm House) are celebrating the arrival of their first grandchild.

The baby boy, who weighed nine pounds nine ounces, was born Saturday night in Ontario to Pfc. Michael Van Dame and his wife, and is their first child. He has been named Michael Paul. His father is in Korea with Army Intelligence.

Racquet Club Will be Open October 14

The Racquet Club will open on Thursday afternoon, October 14, according to an announcement made this weekend by Club owner Charles Farrell, who with Mrs. Farrell was in the resort for a series of conferences with Club manager Sherman Hull, and members of the club staff.

Luncheon service on Friday will be the first meal of the new season, with a gala "Welcome Home" party planned as the first dinner dance of the season on Saturday night, October 16.

Sunday's ever popular buffet dinner dances will begin the following night.

This is the Club's 20th year, for it was just that many years ago on Christmas Day 1934 that the Farrells opened the then tiny Club, which during the interim years has become internationally famous, as well as growing until today it covers some ten acres with its spacious bungalows, sparkling pool, dining and club rooms and six championship tennis courts.

Mr. and Mrs. Farrell, who have summered in Bel-Air are reopening their own desert home and expect to be in residence in the immediate future.

Dinner Fetes Birthday of David McManus

Mrs. Walter McManus was the hostess Monday evening at a small dinner party at the Chi Chi, celebrating the birthday of their son David. David has passed his examinations for the U.S. Air Force and will leave October 6 for basic training at Camp Parks.

In the dinner party were: Mrs. Eleanor Hall and daughter Sally, and Mrs. John Costello.

J. C. Families Picnic in Banning Park

Jaycees and their families, about 50 altogether, met in DeMuth Park Sunday and motored to Banning where they picnicked in Repplier Park.

Stan Lewis and his wife (he is former Jaycee president) who now live in Banning, made the arrangements for the affair and provided grape punch for everyone.

Basket lunches were spread on the long tables under the shade trees and afterwards there were games. The children played on the playground equipment while the men acquired some sore muscles playing baseball and football.

Cosentinos to Arrive Soon at Village Home

The Terry Rays have received word from Mr. and Mrs. Tony Cosentino of Chicago that they will be leaving soon for Palm Springs to spend the winter at their home here on Tachevah drive.

The Cosentinos recently gave a fabulous garden party for over 200 guests at their Elver Forest home, which the columnists reported as the outstanding social event of the season. Terry and Helen Ray had planned on flying to Chicago to attend the party but due to the illness and death of Helen's mother, had to cancel the trip.

Little Toni Marie Cosentino will be remembered as the "Queen of 1968" in the Desert Circus parade.

The Desert Sun—2c
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, September 30, 1954

COMPLETE Drafting Service
Plans for:
• Residences
• Commercial Bldgs.
• Motels - Hotels
• Additions
• Alterations
• Apartments

Joseph L. Kiktavi

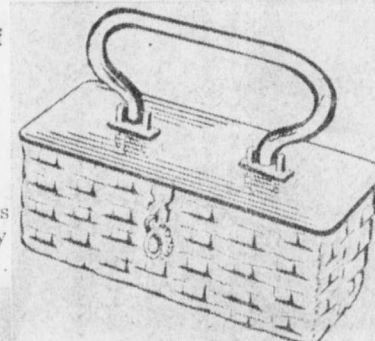
PALM SPRINGS 83932
66-091 Highway 111

300 feet west of
SunAir Drive In

Jewelled Spill-proof

Flacon \$1*

Purse and Boudoir accessories including pill box, lip sticks, compacts, picture frames and mirrors handsomely jewelled. —\$1 to \$2*



Gold or Silver-toned
Woven Basket Bags
\$10.98*

The most important handbag ever to appear on the fashion scene.

Worn with cottons or casuals any time of day and to strike a glow against an evening ensemble.



Adrian's Gift Shop

134 S. Palm Canyon Dr. — next to Plaza Theatre

Open Sundays, and of course, no additional charge for our beautiful gift wrapping.

* plus 10% Federal Tax



WORLD SERIES

Broadcast for the first time in Palm Springs
9:45 a.m. — KCMJ
1340 on your Dial

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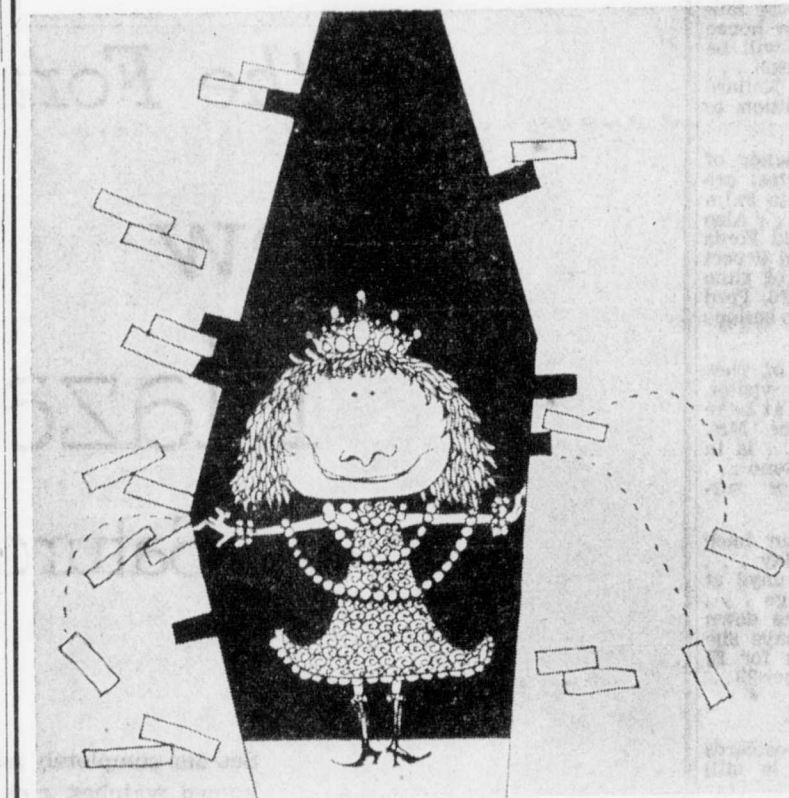
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A VISIT TO RAGS FROM BESS BENDER

is an adventure in fashion for around the clock wear.

Sincerely yours

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cocktail dresses
casual dresses
sports and swim wear
costume jewelry
and accessories
lingerie
play pretties
shoes for day, nite
and play
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surprise for golfers!

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PALM SPRINGS

**OPENING SATURDAY
OCTOBER 2**



(Desert Sun Photo)
TRAVELERS RETURN — Col. and Mrs. Edward Banning have returned to Palm Springs after a year and a half abroad and are busy with plans for building a new home.

DeFrancis Family Home After Trip

Mr. and Mrs. Joe DeFrancis of 1180 May Drive, returned over a week ago from a six-weeks' vacation.

DeFrancis, an associate of Theresa Press, realtor, stayed in Palm Springs while his wife flew east to Washington D.C. to visit their son Frank, who is a partner in the legal firm of Lykes and DeFrancis, with offices in the Shoreham building. She also visited her husband's brother John, who is a professor of Chinese at Georgetown University.

After a two-weeks' visit in the east, Mrs. DeFrancis returned to Westchester, where her husband joined her for a four weeks' vacation.

The Desert Sun—3c
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, September 30, 1954

GREETINGS
to
"HAPPY HY"
and his
Friendly Staff

Congratulations
on your
Formal Re-opening

DWYER'S
BUSINESS SERVICE
256 S. Palm Canyon Dr.
PHONE 7691

Twins Observe 4th Birthday with Party

Jimmy and Timmy Sullivan celebrated their fourth birthday on Saturday with a gay party at their home on Sky Blue Trail. Party games were followed by refreshments.

Among the guests were: Marsha Howeth, David Dane-man, Craig Miller, Dexter Smith, Classie Manthly and her cousin Michael, Ronnie and Margaret Rech, Kenton Elcher, Tina Pagan and Pat Clark. "Little Brother" Bobby also enjoyed the fun. Assisting their mother with the preparations were Bonny, Diana and Rose-ann.

Timmy and Jimmy are the twin sons of Jane and Joe Sullivan of the Outpost Estates. Their arrival four years ago caused quite a bit of excitement and talk in the Village, because they were the fifth set of twins born to employees of Sales Plaza Market. The Sullivan family consists of three girls and four boys.

Mrs. Zanville to Attend 23rd District Meet

Mrs. Phillip Zanville, Cahuilla P-TA president, will represent her association at the 23rd District meeting to be held in Riverside tomorrow.

Main speaker for the conference will be Mrs. Russell Scott, first vice president of California Congress of Parents and Teachers, who will speak on "What Makes a Good Home and School." There will also be a legislative conference from 1:30 to 2:30 p.m.

The meeting will be held in the Community Presbyterian church.

A special legislative meeting, under the sponsorship of Mrs. Scott, is scheduled for today, from 10 a.m. to 3 p.m. in the Labor Temple on La Cadena Drive, with sack lunches at noon.

Bannings Home After Grand Tour

Col. and Mrs. Edward Banning, just returned from a year and a half abroad, traveled 40,000 miles while they were away.

They left here a year ago last May and visited in Washington D.C. and Manhattan before going to Montreal, where they sailed on the Canadian-Pacific line for Liverpool.

Like so many tourists do these days, they bought a little English car that is designed to clear narrow, crowded streets, and drove all over. With their own transportation they were able to visit villages and spots away from the usual tourist routes. They spent two months in England and Scotland. Then they went to Belgium and to Holland, where Colonel Banning has a cousin, who is a writer and really showed them around Amsterdam.

After visiting some of the islands, they went to Germany and lingered in the Bavarian Alps. Austria drew them and they were in Vienna to see the changing of the guards, and visited Berchtesgaden.

They spent some time in Switzerland and along the Riviera, at Cannes and Nice, and went on a Mediterranean tour. One of the highlights of their trip was Spain and they spent five months in picturesque Mallorca, and a month in Madrid, where they saw lots of Californians at the Hilton hotel. They also visited Lisbon and spent a month in Italy.

Sailing from LeHavre they debarked in New York and went to visit their son Richard and his family on Long Island. The Bannings said it was a wonderful trip and they brought home a big collection of colored slides to remind them of it.

They will be back and forth between here and Los Angeles, while they are building a new house here, on Palm Canyon Mesa.

Saxon Rumwell Back in School after Illness

Saxon Rumwell, son of the Arnold Rumwells of Lilliana drive, is well enough after his serious illness to return to his studies at UCLA, where he is a pre-med student.

Saxon attended summer school in Los Angeles and contracted bulbar polio, so prevalent in the city this summer. After his release from the Los Angeles hospital, his parents took him to Reno and then to Feather River Inn for a month.

The Rumwell's daughter Miriam, who graduated from UCLA this year is in Los Angeles, an employee of industrial relations consultants.

Finchy P-TA Sets Date for Mexican Dinner

Plans for the Annual Mexican Dinner to be held on Thursday evening, October 28, at the school cafeteria, were discussed at the first meeting of the executive board of Katherine Finchy Parent-Teacher group.

The next meeting of the officers, Room Mothers and committee chairmen will be held at the school on Thursday morning, September 30, at 10 a.m.

The selection of room mothers and committee chairmen for the coming year was discussed and it was decided that they be appointed during the coming two weeks.

Mrs. Ned Mitchell, president, conducted the meeting.

Others present at the first meeting were: Mrs. H. H. King, vice president; Mrs. Culver Nichols, secretary; Mrs. Thor Fredericksen, treasurer, and Warren Linville, principal.



(Maryland Studio)
OCTOBER BRIDE — Miss Barbara Stanley will recite her wedding vows tomorrow evening with Kenneth Herman in the Chapel of the Roses in Pasadena. They will live in Palm Springs.

Herman-Stanley Wedding Will be Tomorrow Night

Candle-lighted Chapel of the Roses in Pasadena will be the setting for the wedding of Miss Barbara Stanley and Kenneth Herman tomorrow evening, at eight o'clock.

The daughter of Mr. and Mrs. H. A. W. Fossnaugh of San Gabriel, the bride will be given in marriage by her father, Dr. D. V. Johnston will officiate at the wedding.

The wedding gown is of lace over white satin with a short veil and the bridal bouquet will be orchids and lilies of the valley.

The bride's sister, Kay Stanley, will serve as maid of honor, wearing a ballerina length gown of peacock blue and carrying yellow roses.

Robert Higgins will be best man and George Tyree, soloist.

The bride, who attended L. A. City College and Pepperdine, has been an airline stewardess with Western Air Lines for the past two and a half years.

Ken Herman is a real estate broker associated with the Harold Hicks office and the young

Party is Surprise for Earl Mitchell

Mrs. Earl Mitchell arranged a surprise birthday party for her husband on Sunday evening, in the patio of their home at 1263 Tachevah.

A barbecue steak dinner was topped off with a black-and-white birthday cake.

Enjoying the very pleasant affair were Messrs and Mmes. Joe Stuart, Vincent Di Paola, Russell Hills, Bill Olsen, and the George Greggs and Mrs. Lewis Keck of Burbank, and the Mitchell's son, Robert.

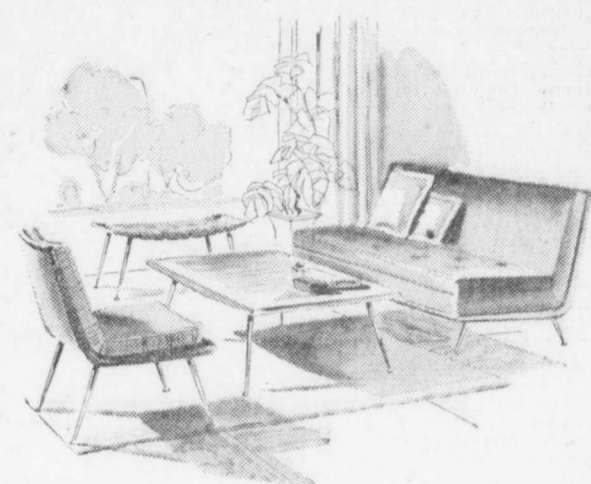
Cahuilla P-TA Plans for Party

The executive board of Cahuilla P-TA will meet this morning at 9:30 in the school cafeteria to complete plans for their annual "Get Acquainted" party. Under discussion is the plan to make this year's affair a chuckwagon party.

Ann and Bob White, who spent the summer at Jackson, Wyoming, returned to their Banning home yesterday. Bob has been Captain at the Howard Manor for the past three years.

Mrs. Thomas Holland returned Sunday night from a fortnight's visit in San Francisco. The Hollands spent July in Yosemite and were here during August.

WIDDICOMB



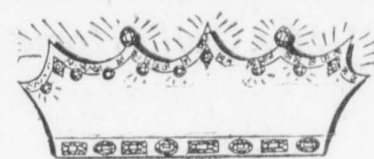
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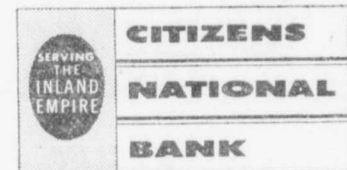
*Out of the ashes
You've built anew*

*A "jewel" for our town
(add one to your crown!)
Hy - we're proud of you!*

And we'll be there at the
GRAND RE-OPENING

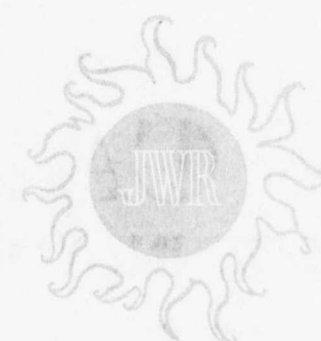
of the Ramon Drug Store — September 30!

Herbert Samson
Vice President & Manager
— and all the staff!



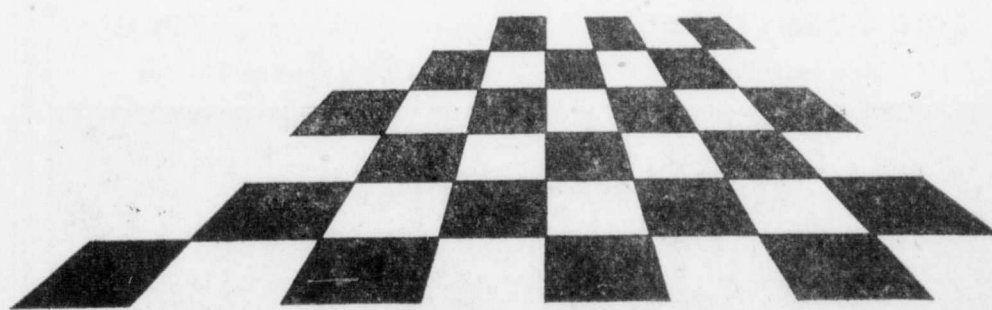
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ROBINSON'S PALM SPRINGS OPENS FRIDAY OCTOBER 1ST, WITH A SPECIAL REDUCTION SALE

*Fashions, accessories,
shoes and cosmetics are
included in this opening
day reduction sale...
famous names...
fabulous values...all
reduced from our own
fine desert store stocks!
A tip: come early for
best selection.*



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Welcome Back, Neighbor!

Best of Luck to the new

RAMON DRUG

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ELECTRIC & APPLIANCE

450 South Indian Avenue Phone 5441

Because our common interest is to perpetuate all that is good for our friends and their families in Palm Springs, and because we appreciate the service you have always rendered to the community, we warmly welcome you back and wish the new Ramon Drug its full measure of continued success.

— PITTS'

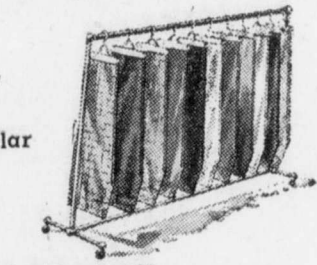


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the most popular of popular
SLACKS

Light Blues, Navy, Gray,
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Sizes 27 - 32



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It is the Rough Rider "PEGS"

BILLY THE KID Cords

Sizes 6 - 12

SEE THE DAILY
SURPRISE SPECIAL SHELF

174 North Palm Canyon Drive
(in The Center)



AT SANTA BARBARA — Visiting the Santa Barbara Biltmore this weekend were Mr. and Mrs. W. D. Dean of Smoke Tree Ranch. The Deans spend part of the year in Santa Barbara and part in Palm Springs. They are expected at Smoke Tree around October 15.

Ninety Nines Gather at Desert Air

Around 146 Ninety Nines (women pilots) and 491ers (their husbands), attended the Southwest Sectional meeting held at Desert Air Park this past weekend.

Arriving by air, the pilots came from as far away as Salt Lake City, with San Diego having the largest representation. Others came from Las Vegas, Phoenix, Santa Rosa, Tucson and the International President

Jerry Michelsen came down from Sacramento. Eleanor Wagner, chairman of the Coachella Valley Chapter, presided and Zaddie Bunker, Palm Springs own flying great-grandmother was official greeter.

Business sessions were held in the famed Compass Room at Desert Air hotel, and consisted chiefly of reports.

A barbecue dinner was served poolside on Saturday evening, with T. W. Sanford Jr. of Con-vaire speaking on the Delta Wing Jet.

After a breakfast meeting on Sunday morning the pilots took off for their return trips home.

Mr. and Mrs. Howard Brezin are back in the Village after a two-months visit in Chicago.

Mrs. Carlin Home after Visiting Two Sisters

Mrs. D. B. Carlin is home again after being in Long Beach to see her sister who underwent major surgery, and in San Diego to see another sister who is recovering from an automobile accident.

The Carlins went to Michigan early this month and drove home a new Pontiac.

The Desert Sun—4c and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, September 30, 1954

Bess Bender to Open Shop in Oasis Building Saturday

That cute little urchin wearing jeweled rags, trademark for Rags from Bess Bender, is all smiles this week as new clothes, shoes and accessories arrive for the shop's opening on Saturday.

Bess Bender, too, is all enthusiasm as she starts her second season. Her beautiful shop, which just opened last season in the new Oasis building, opens in enlarged quarters. With the addition of the room to the north the shop is almost doubled in size.

THIS GIVES SPACE for a new shoe department to complement her collection of glamorous gowns, casual sports togs and daytime pretties for desert wear, and a complete new line of moderately priced clothes. Speaking of this, Miss Bender said "I wish we could convey the thought that anyone can afford a dress with the Bess Bender label."

Just back from a buying trip

to New York, Bess Bender said that she found that the Dior and French influence is quite prevalent in the east. Despite the criticism evoked by the new look, it is her thought that some of the interpretations of these fashions by American designers will prove highly acceptable to American women and very stimulating to fall wardrobes.

"KNOWING THAT in Palm Springs the trend is toward glamorous but comfortable play clothes and cocktail clothes, I think that a happy medium can be reached that will embody high style, comfort and flattery," she said.

With the many new fashion items that the shop will have, clothes fresh from the New York and California markets along with imports, it is certain that Rags from Bess Bender will carry on the appeal which has made it such a popular shopping center for both Villagers and visitors.

Howard Manor to Open for New Season on October 15

Comfort with a capital C will be the keystone of the service Palm Springs' Howard Manor will offer those who are looking desertward now that the beach season is over.

Owner Bob Howard and his former actress spouse, Andrea Leeds, feel that Palm Springs

is a place for a different kind of fun than most resorts offer. Fun that is far from being frantic and hectic but is rather on the relaxed side.

And the Manor is reopening October 15 with a thorough face-lifting designed to bring this relaxed fun to its sizeable clientele.

INCLUDED in the alterations is the cocktail lounge. This friendly room, adjacent to the larger dining and dancing rendezvous known as the Manor Room, has had its facilities altered with an eye to increasing its restful qualities. Yet it will be as intimate and pleasurable as ever.

Superintending these and other alterations has been Howard Manor's manager, Bill White, who is starting his third season in the post.

Undergoing a face-lifting and enlargement is one of the most interesting and unusual shops in Palm Springs, called Andrea of Palm Springs.

LOCATED IN THE LOBBY of Howard Manor, the shop is the brainchild of Andrea Howard, who is as busy in it as she once was as a movie queen.

There will be twice as much room during the new season for showcases full of rare treasures—everything from amusing ceramic menageries to hand-carved Swiss music boxes. Also intricately designed, hand-fashioned jewelry by Ruser and shelves of Angora and Cashmere goods embellished glitteringly and fashionably by Andrea herself.

Miss Evelyn M. Spikre, on the city hall staff and a featured soloist with the Palm Springs Civic Chorus, resumed her post in city offices Monday after a month's vacation, much of which was spent in Springfield, Ill., with relatives.

Mrs. Ezma Panalqui has returned to Palm Springs after a Summer spent at Lake Tahoe and a visit with relatives in Oregon. She also enjoyed a reunion with her son who has just returned from Korea, in San Francisco.

Mr. and Mrs. Charles Mathews, long identified with the real estate business in the Village, are back in Palm Springs after a Summer vacation which included a visit with their daughter, Mrs. D. W. Evans, in La Jolla.

Social and Club CALENDAR

(Clubs and organizations are invited to call in calendar dates).

September 30
Katherine Finch P-T Group board meeting, at school, 10 a.m.

October 1
Cahuilla P-TA executive board, school cafeteria, 9:30 a.m.

October 5
Soprano Club, Chi Chi Blue Room, noon.
Kiwanis Club, Chi Chi Starlite Room, noon.

October 6
Rotary Club, Biltmore hotel, 12:10 p.m.

October 7
Lions Club, Chi Chi Blue Room, noon.
Los Compadres, at clubhouse, 8 p.m.
To a st masters Installation, Town and Country.

Mrs. George Morris and her niece Bette Carson flew up to Clatskanie, Oregon, where Bette lives. After a week's visit there, Mrs. Morris flew back to San Francisco, where she visited her family, returning to Palm Springs on Saturday.

Shrine Club to Meet Tuesday

Palm Springs Shrine club will hold its first fall luncheon meeting Tuesday noon, October 5 at the Doll House.

Club secretary Pete Sheptenko said that a large turnout is expected and President Sam Taylor will make an important report on the coming Cereimonial to be held here October 22, 23, and 24.

All visiting Shriners are invited to come to any of the luncheon meetings which will be held on the first Tuesday of every month at the Doll House.

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Ladies' Ready-to-Wear

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Sun Classified Bring Quick Results

ROBERT Ltd. RE-OPENS Friday, October 1st With our First Grand Offering of the current season of Distinctive Fashions for Men

	WERE	NOW
Imported Ballantyne 100% Cashmere Pullover Sweaters Sizes 38-40 only	\$35.00	\$22.50
Imported Ballantyne 100% Cashmere Polo Shirts Sizes 38-40 only	32.50	20.00
Imported All-Wool Hand-Framed Solid Color Hosiery	2.50	1.35
Full Fashioned French Lisle Embroidered Slack Sox	5.00	2.85
75% Cashmere Argyle Sox	5.00	3.35
Handwoven Linen, Colored Initial Handkerchiefs	2.50	1.25
All-Wool Gabardine Silk and Wool Lightweight Slacks	25.00	16.50
100% Irish Linen, Hand-Tailored Jackman Slacks	30.00	19.50
All fabrics, wide assortment of patterns and styles Sports Shirts	25% to 50% Savings	

Robert Ltd.

Sunset Towers

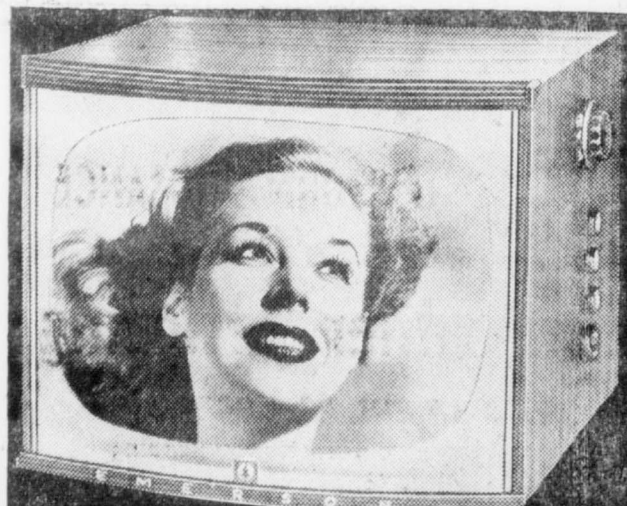
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For only \$27⁵⁰ Down

BALANCE
18 MONTHS



With Emerson you can sit anywhere and see everything on the wide angle 17" Cine-vision screen. The front's all screen — side controls are elevated, easy to see and reach. Slim, trim cabinets.

YOU GET:

- ✓ 17" Emerson TV Set
- ✓ Year Warranty on all Parts
- ✓ TV Cable Installed
- ✓ Monthly Cable Service Charge

PALM SPRINGS COMMUNITY TV

192 South Indian Avenue

Hal Waltz, Gen. Mgr.

PHONE 2882

The Dunes

OUR 11th SEASON

Opening Friday, October 1, with

- ... The same personnel
- ... The same kitchen staff: Joe & Charles
- ... The same mixologists: Pat, Al & Ramey
- ... And of course, Lucille to greet you

We're all back again ... so Sip 'n' Sup with

Connie and Ruby at the Dunes

238 North Palm Canyon Drive Phone 9014

Double Protection Against RUST
yours with the NEW
RUUD Saniglas
WATER HEATER
• 2 walls of glass
• No rust ever
• 10-year guarantee
MORRISON PLUMBING
864 BROADWAY
Cathedral City Tel. 8-5724



(Roy Gillman Photo)
NINETY NINES — A group of women pilots, at tending the Southwest Sectional meeting of the 99's at Desert Air Park this past weekend, line up for chow. That is Palm Springs' own Zeddie Bunker in front.

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BOB TIERNAN JACK NELSON

To Hy and the New Ramon Drug
We're happy to hear that you've come back
We're pleased to say in rhyme that you'll
Never your friends or customers lack —
Because you practice the Golden Rule.
— Mr. and Mrs. Thomas McCann

World's most powerful pick-up!
DODGE TRUCKS
IMPERIAL MOTORS
WITH NEW 145 H.P. POWER-DOME V-8 TRUCK ENGINE
More power than any competitive 1/2-, 3/4- and 1-ton trucks
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83-95 Highway 99 Palm Springs and Coachella Valley
DODGE Automobiles and DODGE "Job Rated" TRUCKS
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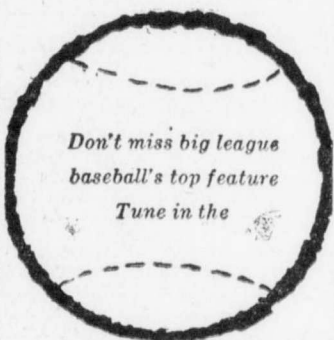
Mosquito Control Rules Listed by City Manager

"Palm Springs will never have a mosquito problem if a few simple preventive measures are kept in mind by our citizens," City Manager Robert W. Peterson said Tuesday after a conference and an inspection tour with representatives of the Coachella Valley Mosquito Abatement district. "Some of our neighboring cities are finding it necessary to fight these dangerous carriers of disease with full scale abatement programs, but it we follow the rules suggested by mosquito control experts, Palm Springs will be able to avoid future controls."

Peterson listed some measures suggested by the Coachella Valley Mosquito experts for

home owners to use in preventing insect plagues:

1. Watch that no holes appear above cesspools and septic tanks, and patch such holes immediately.
2. Repair leaking coolers.
3. Coolers without pumps should have at least 25 feet of hose, and the hose should be moved daily about the yard.
4. Refrigeration units should have enclosed return-flow system.
5. Maintain ponds at a constant level and permit no overflow.
6. Stock fishponds with mosquito fish supplied by the Mosquito Abatement District.
7. Eliminate all standing water around house and yard when going out of town.



Don't miss big league baseball's top feature
Tune in the

WORLD SERIES



Broadcast for the first time in Palm Springs
9:45 a.m. — KCMJ
1340 on your Dial

Mildred Potter Resumes Radio Program Sunday

Starting this Sunday evening, immediately following the 10 o'clock news on KCMJ, Mildred Southwick Potter is resuming her radio program "Words to Say." A 15-minute broadcast, it will give her impressions of the local scene and her interpretation of requested favorites, including scenes from plays, short stories and skits.

She is offering something new in the way of entertainment advertising her association with the new Murphy Realty company.

Mrs. Potter may be remembered for her series of similar broadcasts some three years ago, following her appearance with the Palm Springs Playhouse group.

In this issue of The Desert Sun she advertises her opening program, entitled "Palm Springs Scuttlebutt."

Mr. and Mrs. Edward F. Schubert of 1540 Sagebrush road, have returned from Estes Park where they operated a lodge this summer.

UNEDITED

By BILL RASHALL

To many of you who have stopped me here and there to graciously comment about this column and the bone-crushing bear-hug from Jimmy Van Heusen in the Chi Chi—the nice words from Frankie Sinatra and the kiss from Ruby of the Dunes.

Of course there were other remarks but why should I mention them? I almost forgot the maternal kiss from Mabel Russell, spontaneously planted on my cheek right before everybody strolling down Palm Canyon Drive. Now Marty—believe me it was purely platonic.

AND WHILE that gentleman is in mind, he has launched forth into a wide expansion of his establishment — Marty's Sample Shop—on South Indian avenue. A department for men's and boys' furnishings including shoes. Good luck, boy.

And while we are on the subject of commercial establishments, Brezin's has undergone a transformation and now is engaged in the sale of shoes. The name of the enterprise is Savon shoes.

Rudy Salazar should have more than one birthday observance a year. The reason: his wife Victoria prepares the most delicious Mexican food this side of just anywhere. He was presented with enough cognac to take a bath in the smelly stuff every day until his next birthday.

AND UP COMES Ben Zeisel with a crack that caused those in earshot to explode. Said Ben: "I had a late start in life. I didn't have to go to work until I WAS FOUR YEARS OLD." He had been talking about his birth in the jewelry business. He opens the new Plaza Jewelers Saturday.

The buzzing ever growing volume of gossip in all four corners of the Village. It concerns a very lovely lady, legally separated from her husband for months now, who plans to

re-marry, so the story goes, and settle right here in Palm Springs. Her ex is held in high respect and even adored in Palm Springs. Her prospective new hubby, if that comes to pass, is also highly respected, and employed by a division of our political government. What's really bothering the wagging tongues is the possible sight of her walking beside a new husband when the sight of her and her former hubby was so familiar a picture.

VINCE SCARAMUCCI is in town. Former Catalina Island councilman and owner of Sacri's there. He and his June are the new owners of the Tampico in Cathedral City. Cantonese food and tropical drinks will be featured. Opening night Saturday.

Frank Bogert back in town and confronted with the employment of a staff for El Mirador. "Must have 1100 applications on hand," he declared.

NEWS THAT George Rasmussen is suffering from a cancer of the throat and taking it like a Spartan. He is soon to undergo an operation. Meanwhile his wife Pauline is operating his Western gear store and saddlery in Riverside and Fred A. Ross will be the general manager of Rasmussen's Western Store opposite El Mirador hotel. The little building now under alteration on Indian avenue will house the new business.

Bob Kesler strolling into The Desert Sun to announce the re-opening of Robert Ltd. men's furnishings. He and his new bride have leased ex-Chief of Police August Kettmann's home.

Notice to the powers who have the official right to do something about that dangerous child killer—an abandoned icebox on East Andreas road just off Indian avenue.

SPENT A DELIGHTFUL two hours chatting with Charles and Virginia Farrell in the Blue Room of the Chi Chi. Ran into Charlie again Saturday night. Then he was in the company of Desi Arnaz and Terry Cline of the Biow Co. Cline originally sold the "I love Lucy" and "My Little Margie" shows.

By the way George Robins is back at work with his old boss, Irwin Schuman after more than eight years with the Racquet Club as steward. Robins was Schuman's right hand bower when the latter operated Sardi's in Hollywood. By the way the tall, soft-spoken gentleman with the thin line of brush on his upper lip is Julian Stiff. He can be seen at the Chi Chi every day. Lou Mawby is back, too, from Twenty-nine Palms.

HY FINERMAN strutting about like a pouter pigeon—he's so proud of that new Ramon Drug store of his — arisen from the ashes of a devastating fire.

By the way The Dunes opens tomorrow and The Doll House opens today. The Chi Chi will stay open 24 hours a day and that's official too.

Does the town really have to suffer with that epidemic of flies attracted annually by that barnyard product used to fertilize lawns? The city's fly abatement campaign can start with suggesting other types of fertilizers be used. Johnny Ravese is doing fine with the product he is selling.

House Damaged in Bedroom Fire

Firemen from Station No. 1 answered two calls Monday morning, one for a house fire at 664 Date street, at 12:16 p.m., and the other for a trash fire which had gone out of control at 1441 East Ramon road at 11:15 a.m.

Damage at the house owned by Sam Haynes was limited to a bedroom and was estimated at \$250. No damage was reported at the trash fire.

DeVorzon's Back from Vacation

Jules DeVorzon, realtor associated with the office of Terry Ray Real Estate company at 773 North Palm Canyon, returned to the Village this week after the Summer vacation. He was accompanied by Mrs. DeVorzon and daughter Barbara. The latter will be with her parents for about six months after which she will tour Europe.

The DeVorzon's son, Barry, former high school track star, is aboard the USS Fechter, now in European waters and wrote his parents of visits to France and Italy.

Best Wishes to the New
Ramon Drug
PALM SPRINGS
MIRROR & GLASS SHOP
483 North Indian Avenue Phone 4691

To the New **RAMON DRUG**
A Home-Owned Store Exemplifying the Traditional Spirit of Free American Enterprise —
Congratulations
Coachella Valley Savings
176 S. Indian Ave. Phone 2954

WELCOME BACK to the new
Ramon Drug
— Friendliest Store in Town —
Best of Luck on your
GRAND RE-OPENING
"Floor Beauty Is Economy"
GEORGE MEREDITH
P.O. Box 1033 Palm Springs

PALM SPRINGS for Climate!
RAMON DRUG for Friendliness!
We wish you the best of all possible
GRAND RE-OPENINGS!
GINTHER TRUCKING CO.
CALIMESA, CALIFORNIA
Box 546 Phone L.A. Richmond 1796

To the Friendliest Store in Town
RAMON DRUG
Our Compliments on the completion of YOUR NEW STORE
and Our Best Wishes for Your Success!
McCOY and JOHNSON
PLASTERING CONTRACTORS
Sunair Plaza — P.O. Box 588 — Cathedral City
Phone 8-4767

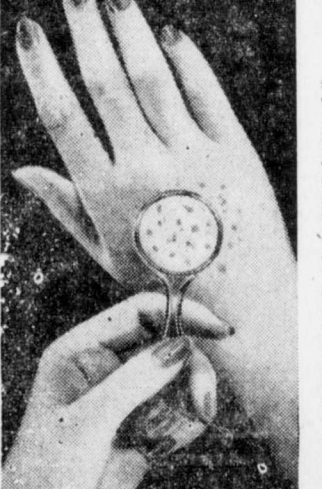
END
THAT SAND AND DUST STORM NUISANCE
with
Chamberlin Weather Stripping
Nationally-famous for 54 Years
Protect your furnishings, rugs and draperies by keeping dirt and sand outside where it belongs.
Enjoy cleanliness and comfort, keep summer heat out and winter warmth in by installing
CHAMBERLIN WEATHER STRIPPING
— Authorized Chamberlin Distributor in the Coachella Valley —
Redwood Empire Products Company
66-490 Highway 111 Palm Springs 2674
Call for Free Estimate — Terms as low as \$5 a month



Recent acquisition of the new Ramon Drug is a sleek Italian motor scooter. Appropriately dubbed "Oscar", the vehicle was used during the filming of Roman Holiday and

was ridden by Academy Award winners Audrey Hepburn and Gregory Peck. "Oscar" will see service by the store in the free pick-up and delivery of emergency prescriptions.

Those Horrid AGE SPOTS* and WRINKLES



Fade Them Out!

* Weathered brown spots and wrinkles! They tell the world you're getting old—perhaps before you really are. Fade them out with ESOTERICA, new medicated cream that breaks up masses of pigment on the skin—makes hands look white, smooth, and young again. Equally effective on face, neck and arms. Not a cover-up. Penetrates skin cells to stimulate new, smooth beauty. See results overnight. Fragrant, greaseless—it softens, lubricates and moistens skin. Formerly \$5.00 now only \$2.00 for 3 ounces—3 months supply used as hand cream and powder foundation. If you want lovelier skin quickly get Esoterica today.

Check Your Daily Progress with FREE Magnifier

THRIFTY Cut Rate DRUG STORES

The Desert Sun—6c
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, September 30, 1954

Classified
...Ads...

The Desert Sun
and PALM SPRINGS NEWS
Published every
MONDAY and THURSDAY
(Except June, July and August, when
published Thursdays only)
PHONE 2249
Box 190, Palm Springs, Calif.

RATES
(Minimum ad, 3 lines—count 24
letters and spaces to a line)
1 time, per line 75c
(Min. 2.25—1.50 cash in adv.)
Per 1 Week 2 Weeks 1 Month
Rate (2 TIMES) (4 TIMES) (8 TIMES)
1.00 1.25 2.25

● Ads ordered for more than one time
must run in consecutive issues to obtain
above rates. Otherwise single insertion
rate will be charged for each time run.
● Save by ordering your ad run 4 or 6
times—if cancelled before completion
you will be charged at nearest rate
applicable for times run and get a
refund for the difference.
● This newspaper cannot be responsible
for more than one incorrect insertion;
please notify us promptly of any error
in your ad.
● DEADLINES—for new copy or cancell-
ations:
MONDAY ISSUE—5 P. M. FRIDAY
THURSDAY ISSUE—5 P. M. TUESDAY
● ADDRESS all communications to: The
Desert Sun, P. O. Box 190, Palm
Springs, California.

Personals 12
ALCOHOLICS Anonymous, Al-
port, 8:30 Wednesday nights
Phone 2701.

Service Miscellaneous 15
Palm Springs Engineering Co.
Machine Shop
Gears, Key Ways,
General Machine Work
375 Sunny Dunes Ph. 5411

ELECTRIC MOTORS
REPAIRED
Rebuilt - Rewound
Boom-truck service for large
motors - FAST SERVICE ON
PUMP MOTORS
REED'S REWIND
Highway 99 Coachella
Phone 8-3031

TUTORING, college preparatory
coaching by qualified high
school teacher with Califor-
nia credentials. At your home.
Write Desert Sun, Box 190
File HX.

SALES AND SERVICE for Hoov-
er Vacuum Cleaners, Alumin-
um and Canvas Umbrellas.
PAVNY'S, 1001 S. Palm Can-
yon Drive, Phone 7342.

ROY'S GENERAL REPAIR
Carpenter, Patch Plastering
Cement and Block Work
Interior Decorating
400 S. Indian Ave Ph. 3388

BUILDING SERVICE
BLACK TOP or CEMENT WORK
LEVELING & GRADING
2 hour job or more
Call Almeida 95280 or 95451

ALTERATIONS - RESIDENTIAL
CARPENTER REPAIRS
CALL 7691 - NITES 5862

DESERT Furniture refinishing,
factory finish, guaranteed.
Phone P.S. 8-5515.

Morrison Sewage Disposal
Cesspool and Septic Tank
Sanitary cleaning Ph. 8-3613

CARPENTER WORK, ROOFING
GENERAL REPAIRS
Phone 3387

Screened, experienced person-
nel. Domestic, restaurant, hotel,
office, medical, etc.
EMPLOYMENT
SERVICE AGENCY
135 E. Andreas Road
Phone 2901 Phone 2536

COUPLE to manage motel or
apartments, any number.
Well trained, 12 years' expe-
rience as manager and main-
tenance. Excellent local ref-
erences. Call 2904, Banning,
Calif.

AVAILABLE Oct 1. Man and
wife want to manage hotel
or apartment for coming sea-
son. Best of local references.
Experienced. Call 4686.

PAINTING, decorating, paper
hanging. Very reasonable.
Free estimates. Ph. 5850 eve-
nings.

EXECUTIVE secretary — 20
years experience in legal and
technical work. Write P.O.
Box 426, Joshua Tree.

LADY — STRAIGHT COOK
(White), IN PRIVATE HOME
PHONE 2984. PAULINE US-
CINAS.

WANTED light work for small
wage or apartment for 2, by
active elderly man. Otto
Haskell. Phone 9074.

HOUSE CLEANING BY THE
HOUR. 180 N. Indian Ave.
PHONE 4300. Pearl Hindman

EXPERIENCED service station
attendant, 8 years. Best re-
ferences. Phone DHS 49881.

EXPERIENCED, colored, day
work. Call at night. Phone
7820.

HANDY MAN — painting, car-
pentering, house opening, by
job or hour. Phone 5834.

LADY WILL care for children,
day, week or month. Ph. 7061.

HOUSEWORK, by the hour.
Call after 4 p.m. 5787.

Help Wanted 27
CHILD CARE or practical nurs-
ing, by the day. Phone 7921.

WANT TO DO cleaning by the
day. Phone 3347.

Help Wanted 27
NO FEES
Bookkeepers, full charge
Cashier and PBX "Relief".
Desk Clerk, transcripts
PBX operators
Stenographers
Vegetable sales clerk.
Domestic, must be good cook.
Apply in person
PALM SPRINGS
EMPLOYERS ASSOCIATION
224 N. Indian Ave.

Alteration Lady Open
Auditor, lady R&B \$400.00
Desk Clerk, receptionist 200.00
Food Checker R&B 250.00
Domestic Couple R&B 400.00
Domestic Cook R&B 200.00
PBX Operator, young, typing.
Secretary Open
Social Director Open
Pantriesmen—several
Housemen—Hotel—in or out
Hotel maids R&B 125.00
Couples, hotel work
Mothers Helper R&B 165.00
Waiters, waitresses, bus boys.

EMPLOYMENT SERVICE
AGENCY
135 E. Andreas Road

SERVICE SALESMAN
AND
CHEVROLET
MECHANIC
MUST be experienced and fur-
nish A-1 references.
Ask for Bill Helms
Service Manager
Stack Chevrolet

HOTEL has opening for smart
girl for front office. Must
have PBX experience. Live in,
wonderful opportunity. Ap-
ply in person. Vista del Sol,
2080 N. Palm Canyon drive.

ARTIST for label designing, ab-
ility to do fine lettering and
good designing essential.
State experience. Write Des-
ert Sun, Box 190, File J-1.

CHEVROLET or G.M. mechanic.
Must furnish A-1 references,
permanent or seasonal job.
Ask for Bill Helms
STACK CHEVROLET

EXPERIENCED salesman, auto-
mobile. Apply Beebe DeSoto-
Plymouth, 682 South Palm
Canyon Drive, Phone 7022.

HOUSEWIFE to assist mother,
9:30 to 2:30, four weeks only
after birth of baby. No infant
handling. Phone 5472.

EXPERIENCED white maid
needed. Permanent position.
Live in. Apply Vista del Sol,
2080 N. Palm Canyon drive.

WHITE woman to serve conti-
nental breakfast and maid's
work. Live out. Apply 1565 N.
Palm Canyon.

Active real estate salesman.
Local experience
AMY NELSON
2277 N. Palm Canyon Ph. 4627

DWYER'S BUSINESS SERVICE
EMPLOYMENT AGENCY
256 S. Palm Canyon - Ph. 7691

COCKTAIL BAR and RESTAU-
RANT, with large dance floor.
Will seat over 140. Liquor li-
cense and equipment. All for
only \$20,000. \$6000 down.
Won't last long, so call at
once for an appointment. Pete
Sheptenko, 475 N. Palm Can-
yon Dr. Phone 2727.

OPENING Oct. 4th. Guarantee
Garage near KCMJ. Cecil and
Bill Hager ready to put your
car in expert running order.
Phone 7653.

EATING and Malt Shop. Living
quarters, ideal for couple. In-
jury forces sale. Best offer
takes. 480 N. Palm Canyon Dr.

AUTOMATIC wash rack, zoned
MI on Palm Canyon Dr. M. G.
Meat. Your agent or call
2621.

SACRIFICE. Trailer Park, living
quarters, 18 spaces, gas sta-
tion and lunch counter. Write
Desert Sun, Box 190, File J-7.

PALM CANYON Drive hotel for
lease or trade.
Phone 9053

PRIVATE money wanted for
new home buyers. Bonus plus
good interest. Inquire at
AMY NELSON'S
Real Estate Office
2277 N. Palm Canyon Drive
Phone 4627

YOUNG MAN with experience
and general contractor's li-
cense (B-1) needs capital to
build. Your terms. Write Box
190, Desert Sun, File J-2.

FIRST T. D.'S WANTED
Palm Valley Realty Co.
Box 99 Palm Springs 8-3481
Wonder Palms Rd. & Hiway 111

9 DELUXE units, 4 with kit-
chens, large heated and pro-
tected pool, 1/2 mile from
Thunderbird, 2 miles to race
track site, duplex or triplex
as part trade. Courtesy to
brokers. Box 537, Rancho Mir-
age, Ph. Palm Springs 8-3233.

For Sale or Exchange 34
26 DELUXE units, 4 with kit-
chens, large heated and pro-
tected pool, 1/2 mile from
Thunderbird, 2 miles to race
track site, duplex or triplex
as part trade. Courtesy to
brokers. Box 537, Rancho Mir-
age, Ph. Palm Springs 8-3233.

Associates
Esther P. Hammond
Eve Morgan Chas. Mathews
Marian Mathews Lisa Jones

FURNISHED house, 3 bedroom,
2 bath, den, patio, double
garage. 615 North Calle Mar-
cus.

Real Estate — For Sale 35
1/2 ACRE \$2950, at 2714 Anza
Trail (near Smoke Tree
Ranch) Call 4620.

2 HILLTOP LOTS to trade for
late model Cadillac, Lincoln,
Packard. Owner, Ph. 7127.

For Sale or Exchange 34
DON'T BUY
"BUILD"

HERE'S THE REASON WHY
FOR \$13,750 you can have 3
bedrooms, 2 bathrooms, living
and dining room, kitchen.
Lots of cabinets, dinette, stone
fireplace, forced air furnace,
cooling system, insulated,
large closets, 436 square feet.
Double garage, large concrete
patios and driveway. Many
other fine features. Finest
construction. On your lot.

or
Other dwellings as low as \$7.50
per foot. Apartments as low
as \$8.00 per foot.

or
will draw
Plans Free
to your liking
IF I BUILD

RESIDENTIAL—COMMERCIAL
INCOME
Prices and Quality Cannot
Be Beat

COMPARE NOW
DARWIN
PHONE 2305 — 7565

Real Estate—For Sale 35
PALM SPRINGS FOR CLIMATE
HAROLD HICKS
FOR
REAL ESTATE

For Over 30 Years
LOT BUYS
SO HOT THEY SIZZLE

INCOME LOT
R-2. Bangalow court zoning.
100 x 100.
\$1850

RESIDENTIAL LOTS
R-1. Two adjoining lots in good
location. Each 120 feet front-
age. Buy them both for:
\$4500

PALM VISTA ESTATES. Palm
Springs newest residential
subdivision. All view lots—
estate size. Protected area
adjoining Las Palmas Estates.
From \$5750

LAS PALMAS ESTATES. Our
finest residential area. 120x
130.
\$9000

BEST HOUSE BUY. South Tah-
quitz River Estates. 3 bed-
rooms, 2 baths, 2 car garage,
heated pool, completely fur-
nished. Good terms.
\$32,500

IF IT'S FOR RENT OR
IF IT'S FOR SALE...
HAROLD HICKS HAS IT

REALTOR
813 North Palm Canyon Drive
Phone 2736

AND ASSOCIATES
Mildred Jackson - Ray Baur
Burnham Bigelow-Ken Herman

AMY NELSON
DUPELX furnished. Double
garage, many trees. A REAL
BUY! \$16,500. Good terms.

2 BEDROOM furnished home.
Large partly fenced lot. Im-
mediate possession. Only
\$8500, small down.

3 BEDROOM, 2 bath, furnished.
Pool. Many extras. Reduced to
\$31,500.

6 UNITS, pool, choice location.
\$18,500. Terms.

Many nice lots, \$1500 and up.
Palm Canyon lots, \$4000 up.

WILL BUILD ON YOUR LOT
1 bedroom, \$4750
2 bedrooms, \$7650
Duplex, \$9500
4 - 1 bedroom units, \$19,000.
Financing arranged, including
G.I.

AMY NELSON
REAL ESTATE
and associates
2277 N. Palm Canyon Ph. 4627

James Hammond
REALTOR
875 N. Palm Canyon Drive
Phone 5373

7 UNITS one block from Palm
Canyon Dr. Large attractive
rooms. It came be yours. Cash
or trade.

ITS PRACTICALLY new. It's
cozy, 2 bedroom. Small down
payment, \$11,500.

VACANT 151 ft. on Palm Canyon
Dr. Ideal location for hotel.
\$38,000.

Real Estate — For Sale 35
THE NEW POST OFFICE

IT'S GREAT NEWS for Palm Springs! It adds one more attraction
to one of the finest business streets of the world!
SPECIALIZING in frontage leases and sales.
For Information Call 2182

CULVER NICHOLS
SUBDIVIDER AND DEVELOPER
AT 861 NORTH PALM CANYON DRIVE SINCE 1932

\$11,500. DOLLAR FOR DOLLAR nothing to compare.
Completely furnished, 3 bedrooms, 2 baths, fireplace, steel
casement windows, lot 100x102. Terms.

\$2500 down. New spacious 2 bedroom home, beautiful, close in
area near grade school and park. Only \$13,900.

\$2000 down. Fine large luxury type home, exclusive area, wall-
ed 120' lot, 3 bedrooms, 2 baths, 2 car garage, now \$20,000.

BRAND NEW, spacious, deluxe, 2 bedroom, 2 bath, ducted heat-
ing and cooling, fireplace, \$16,500. Terms.

BEST BUY IN TOWN in estate area home — spacious rambling
3 bedroom, 3 bath home, huge living room with fireplace over-
looking sheltered view patio-lanai and fine swimming POOL.
Large walled lot, sprinkler system, landscaped, 2 car garage.
COMPLETELY FURNISHED too and now ONLY \$29,500. Don't
waste time wishing, call 2182 to see this beautiful home
TODAY.

LUXURIOUS ESTATE. 3 master bedrooms each with bath, two
maids' rooms with bath, den room with bar, lanai overlooking
pool and landscaped yard, double garage, furnished. Reduced
to \$35,000.

GOLFERS' DELIGHT: Beautiful 2 bedroom, 2 1/2 bath home.
2 fireplaces, Thunderbird Tee No. 10, den, double garage, land-
scaped, let us drive you out to see this. Full price \$57,000.

4 UNITS, POOL reduced to \$33,500 for quick sale.

15 UNITS, POOL ideal location. Steady year-round income. Priced
at \$90,000. An exceptional buy.

R-1 lot, beautiful 100' — \$1500.
BUSINESS LOT on Palm Canyon — \$5500.

RENTAL SPECIALS:
EXCLUSIVE, close in address. Adults only Kitchenette apart-
ments for \$75 and \$100 on lease.
1 bedroom furnished. POOL. \$140 month on lease.
2 bedrooms, unfurnished house \$135 month on lease.
3 bedrooms, furnished house \$175 month on lease.
LUXURY HOMES from \$400 to \$1000 a month with or without
POOLS.

George Gannon
AND ASSOCIATES
Realtors
\$1500 DOWN - \$87.50 MONTH
Buys this new quality 2 bed-
room, 1 bath home.
Full price \$10,250

OUTSTANDING residence. 4
bedrooms, 4 baths and maid's
room with bath. Spacious
rooms throughout. Exception-
ally large closets and stor-
age space. Vented heating
and cooling. Cement block
construction with tile roof
with 18x38 heated pool. Well
landscaped lot with sprinkler
system. Completely walled.
Separate laundry and over-
size two-car garage adjoins
service yard. This exceptional
home is offered at \$42,500
furnished.

New
3 bedrooms - 2 baths
Luxury, spaciousness and
Custom-built quality

at a price
You can afford
Every quality feature you'd
expect and many extras.
FULL PRICE
\$14,750 - \$15,750

\$2500 Down
Excellent terms

LOTS
LARGE RESTRICTED
Close in south side location.
Priced for quick sale from
\$2950. South Palm Canyon to
Mesquite, east one block.

NEW HOME ON YOUR LOT
\$500 down. 2 bedroom 1 bath
\$7975
\$950 down. 3 bedroom, 1 bath
\$10,250
\$1250 down. 3 bedroom, 2 bath
\$11,175

MANY PLANS TO CHOOSE
FROM
SEE AT OUR OFFICE

Talk to
George Gannon
and Associates
711 N. Palm Canyon Drive
PHONE 2772

"LET'S TALK IT OVER"
LANDSCAPED
Home, 3 bedrooms, 2 baths,
large lot, lots of trees.
\$3000 handles.

Valmah T. Price
with H. H. Foster, Realtor
101 N. Palm Canyon Dr.
Ph. Off. 3555 Ph. Res. 8-5752
"LET'S TALK IT OVER"

2 apartment home, furnished.
\$9500 — \$2000 down
Furnished home, \$6825 —
\$1000 down.
Louis Venger, 3775 N. Indian
Canyon 5595 — 6061
"All Men Are Brothers"

Associates ROSLYN LANG
CLAUDE W. GOTTFREY
423 N. Palm Canyon Ph. 3311

\$1500 DOWN takes 2 bedroom,
2 car garage, close in. Over-
er, 635 Camino Real near
Ramon.

Real Estate — For Sale 35
THERESA PRESS

PRESS HOMES SOLD OUT
Homes Started
Construction started on home N. Calle Marcus, see now and
select your own colors.
Starting soon homes at Indian Trail, N. Calle Marcus and Tach-
evah Tract. Will duplicate any of these homes on your lot.
Prices start \$9500 up.
SEE US FOR FURTHER DETAILS

\$1000 DOWN. Can't beat this for the price, owner not returning
to Palm Springs, will give immediate possession. Home has 2
bedrooms and den, large fenced lot, and lots of shrubs. \$11,500.

3 BEDROOMS unfurnished, close to schools and churches. Low
down, good terms. \$11,500.

IF YOU LIKE THE wide open spaces see this large 2 bedroom
home with full length enclosed lanai on 1 1/4 acres of desert
landscaping. Magnificent view. For rent or sale. Rent \$150,
sale \$18,000.

A FAMILY HOME — Your youngsters will love this 3 bedroom,
2 bath home, large fenced lot, large pool, very private. \$17,500.

OLDER HOME, walking distance, beautifully kept, fenced and
landscaped, sprinkler system. Has 2 bedrooms, 2 baths, living
room with fireplace, separate dining room, enclosed lanai,
completely furnished even to linens and dishes. You can move
right in. Cash price \$17,500, on terms \$18,500.

RENTALS:
2 bedrooms and 2 baths, \$125 furnished.
2 bedrooms and 2 baths, furnished, close in, \$150.

INCOME:
Duplex completely furnished, each side 2 bedrooms, 2 baths.
Will trade for home in Palm Springs \$23,500.
4 units with pool, room for 4 more, property in good condition.
Will trade for Los Angeles units. Price \$33,500.
8 units, 5 kitchens, 1 year old, room for pool, heart of town,
\$51,000.

LOTS:
R-1 lot, 100x100, \$1000.
R-1, beautiful corner, \$2200.
Hotel site, 150 feet on Palm Canyon, \$18,800.

See us for your building needs
Plans available at our office.
THERESA PRESS
REALTOR
JOE DE FRANCIS
Associate
420 South Indian Ave. Phone 5282 or 5691

Peter B. Sheptenko
OFFERS THE BEST BUYS IN
PALM SPRINGS REAL ESTATE
THIS BRAND NEW two bedroom
home has everything. Large
glass doors and windows —
offering excellent view of the
desert and mountains. Artistic
fireplace and barbecue.
Huge enclosed carport and
breezeway. All for ONLY
\$13,500. Easy terms.

ON 120 FOOT LOT
NEW QUALITY DELUXE HOME
Two bedrooms, two baths. Fur-
nace heat and vented air cool-
ing. Wall to wall carpets and
beautiful drapery. Will not
last long for only \$18,500.

BEAUTIFUL BRAND NEW BER-
MUDA FARM HOUSE. Two
bedroom deluxe construction.
Old brick fireplace and bar-
becue. Two car garage. Large
corner lot. Be sure to see this
CHARMING HOME TODAY.
Priced at only \$19,500.

FAMILY HOME
CLOSE IN EXCLUSIVE
NEIGHBORHOOD
Three bedrooms, maid's room,
and guest house. Completely
furnished. Large swimming
POOL. Walled and land-
scaped. Owner must sell. See
this lovely home today.

WE HAVE THE BEST INCOME
BUYS IN TOWN
LET US EXCHANGE
WHAT YOU HAVE
FOR WHAT YOU WANT

THE PIONEER REALTY CO.
OF PALM SPRINGS
475 N. Palm Canyon Drive
Phone 2727
ASSOCIATE BROKERS
Bill Colver, Bill Heiser
Mike Jekyll

Terry Ray
IF IT'S LISTED
IF IT'S A REAL BUY!
WE HAVE IT !!!
Terry Ray's
DRIVE IN REALTY
Jules De Vorzon Helen Churchill
Howard Palmer Ernie Dunlevie
773 N. Palm Canyon Ph. 2064

CHARMING reinforced adobe,
tile roof home with enclosed
patio, 2 bedrooms, 2 baths on
large corner lot. Lovely view
of desert, out of high tax dis-
trict, amazingly priced. With
or without furniture.
O. A. Torgerson, Owner
Phone 8-3463

BY OWNER—3 years old, 2 bed-
rooms, fireplace, garage,
fenced. Very spacious, 1450
square feet in house. Loads
of closet and cupboard space.
See to appreciate. \$17,500 un-
furnished, \$19,000 furnished.
For appointment call 5389 or
6729.

\$3000 BUYS equity in large
house, 2 bedroom and den,
fireplace, patio, fenced lot,
sprinkling system, fruit and
shade trees. 32815 Sky Blue
Waters or Phone 3090.

NEW TRIPLEX on 100 foot lot.
Large apartments, nice laun-
dry room, one block from bus
line. A real buy at \$27,500.
BOZE Phone 5370

BY OWNER, new 3 bedroom, 2
bath. Forced air heating,
fireplace, garage, \$16,500.
Terms. Key at 1943 E. Andre-
as Road, Phone 4882.

TRIPLEX, furnished, good loca-
tion, beautiful walled yard.
\$18,500. Phone 6050.

BY OWNER
NICEY furnished 2 bedroom
home. \$15,500. Phone 2260.

LIVE WELL while you make
money, 5 units like new. Ideal
location. \$55,000 total. Phone
2929.

BEAUTIFUL home, inspiring
view, large lot, 3 bedrooms, 2
baths. Only \$15,750. Call 2929.

651 N. BLANCHARD, Banning,
California. 1 bedroom home,
combination living and din-
ing room, also room in rear,
11x24. Phone Banning 4343.

8 UNITS hiway frontage, good
income, a steal at \$24,500. Al-
so 3 units, 1 bedroom each,
good location and well fur-
nished. Can handle with
\$4500 cash down.

ALSO
5 UNITS plus 3 rooms. Full
price, \$15,500.

Jorgensen Realty
68-574 Broadway (Hiway 111)
CATHEDRAL CITY
Phone 8-3401 Home 8-4172

LOVELY little home with small
swimming pool. View location
with landscaped patio. Only
\$9950. Easy terms.

DESERT SHOW place. Large
landscaped lot, gorgeous
view, 2 bedrooms, 2 baths,
2 car garage. Patio, lots of
glass. Worth seeing and a
sacrifice at \$16,000.

NEW, 2 bedroom, on half acre,
sweeping view of desert.
Only \$12,500. Terms.

125 ft. view lot. Best residential
section. \$2160. Terms.

Clark Realty &
Insurance Agency
CATHEDRAL CITY
68-762 Broadway Ph. 8-4691

BEST BUYS
2 BEDROOM, fenced lot, close
in, 2 porches, lowered to \$7500.
SEVERAL one bedroom houses
and furnished. \$6000 to \$7250.
3 BEDROOM, carport, basement,
extra lot, VIEW, \$8500.
NEW 2 bedroom house, built
for owner's home, \$13,500.
2 BEDROOM, guest room and
rental, now \$8950, \$1500 down.
2 BEDROOM, 2 bath, close in
business and home, \$9950.
NEW 1 bedroom. View galore.
Tile, cooler, garage, \$8950.
5 UNITS, 1/2 acre, facing two
streets. Room to expand,
needs work, but price low.
\$14,500

Ruth Biles
REALTOR
56 Glenn Cathedral City
BY OWNER. 3 doubles, 2 singles
on hiway 111, room to build.
Low down payment for quick
sale. Phone 8-3353.

FIND YOUR DREAM HOME IN THE DESERT AMONG THE MANY VARIETIES OF LISTINGS ON THESE PAGES

Exchanges 36 Apartments for Rent 43 Houses for Rent 46 Household Goods 50 Used Cars for Sale 70 Legal Notices 75

WANTED good apartment or hotel or similar. I have substantial equities in good business properties near San Francisco. Also have duplex in Rancho Mirage. Will swap and or all. Cal Brown, Box 111, Rancho Mirage, Calif. Phone Palm Springs 5281.

WILL TRADE my home with guest cottage for foothill ranch. No desert. Owner. Phone 7127.

Real Estate Wanted 37

HAVE \$2,000 equity in R-1 lot located 80 ft. from waterfront in Long Beach adjoining new yacht harbor to trade for equity in Palm Springs home. J. E. Seabern, 89 Rivo Alto Canal, Long Beach 3. Phone 963675.

HOME or small income property. Home with clear home, good location in Long Beach to trade. Call 4848. D. B. Carlin, 575 West Raquet Club Road.

YOUNG speculator will buy low priced property to \$30,000. Write legal description and price. Mr. Black, Box 85, Palm Springs.

WANT SMALL HOME in Palm Springs as part payment on \$35,000 home and guest house on 1 1/4 acres in VISTA. Owner P.O. Box 455, VISTA, Calif.

FOR BEST RESULTS List Your Property With Adolph Israel Realtor 671 N. Palm Canyon

Business Rentals 38

FOR SUB-LEASE Carpeted and draped office and reception room in Oasis Building, with all or part of complete office furniture. Excellent for professional man or woman. See Muriel Fulton, Realtor, 125 So. Palm Canyon Drive, Ph. 2225.

SECOND floor offices in Strebe Building, suitable for professional purposes. See your broker or phone 4384.

COMBINED office and living space. Palm Springs professional building. Phone 2761.

Wanted to Rent 39

WANT IMMEDIATELY 3 bedroom house, furnished with porch and conveniences, on main road, in town or suburb. Kindly submit rental with particulars, via air mail indicating when possession can be obtained. B. C. Warrick, P.O.—R.F.D. 4, Freehold, New Jersey.

DECEASED widow (employed), best house or apartment furnished, about \$60, references exchanged. Own car. Write Desert Sun, Box 190, File J-4.

FAMILY with two school children want 2 or 3 bedroom, unfurnished house, \$100. Call 2866 or 7816.

BUSINESS woman wants small apartment or guest house, \$50. Permanent. Phone 2064.

Rooms for Rent 40

PRIVATE rooms and bath downtown. Suitable for two people. Twin studio beds. Inquire from Barbara at Casual-Aire or office of The Center, 170 N. Palm Canyon Dr.

ELDERLY lady, care if necessary. Private home, best residential section, Banning. References exchanged. Write Desert Sun, Box 190, File J3.

BEDROOM, ideal for couple. Private bath and entrance, air conditioned, patio and refrigerator. \$50 month. Phone 3710.

\$7 WEEKLY and up. Furnished, kitchen privileges. Near airport. Phone 9973.

NICE ROOM, close in. \$12 week. Lovely yard, sun deck. 291 Athel St at 277 N. Calle Encilia. Phone 4586.

NICE FURNISHED ROOM, HOME PRIVILEGES, NICE PATIO. PHONE 7007.

WOMAN TO SHARE MY HOME. \$75 MONTH. PHONE 5696

PRIVATE entrance and bath, good beds, good district, clean, quiet, colorful. Phone 6921.

\$40, BATCHLOR room, private bath and entrance, corner. 669 Camino Parocela. Phone 4089.

ROOMS for rent by week or month. 210 East Amado.

For Sale or Rent 41

595 CALLE Palo Fierro, home and income. Four bedrooms, 3 baths. Small down payment. Phone 3743.

Apartment for Rent 43

ATTENTION EMPLOYEES SEVERAL 1 bedroom, sitting room, kitchen and bath apartments, also 2 bedroom apartments available. Low seasonal or yearly rate. Close in, spacious grounds, heated pool, free coffee, homey atmosphere. No phone information. Mira Monte, 524 S. Indian Avenue.

COMPLETELY furnished 1, 2 and 3 room apartments, with bedroom, and hotel rooms with separate entrances. By year, season or week. Casa Margareta, 336 Paseo El Mirador. Phone 5585.

SPACIOUS 1 bedroom apartment, beautifully furnished, air cooled, panel ray heat, private pool and patio. 970 Parocela Place.

Patio Apartments

PHONE 2106
587 CALLE AJO
DESIGNED
BUILD AND
PRICED FOR THE
YEAR ROUND RESIDENT

1 and 2 bedrooms—
\$100 to \$140 month
Fully equipped kitchens, ample closet space, extra storage space, many other features.

NEW 1 BEDROOM furnished, and unfurnished apartments. All have stoves and refrigerators. Carpeting, pool, TV, utilities paid. 548 South Indian Ave. Ph. 4411 evenings and 2407 days.

NEW furnished studio and 1 bedroom apartments. TV, pool, all utilities paid, across from Thriftway on Palm Canyon. \$85 to \$125 per month. Orleans Bldg., 373 S. Palm Canyon. Phone 5286.

ONE 3 room and one 4 room apartment, beautifully furnished in 1 bedroom exclusive neighborhood. DEL TAH-QUITZ ESTATES. Swimming pool, TV. By season or year. 735 S. Riverside Dr.

BEAUTIFUL centrally located studio and 1 bedroom apartments and hotel rooms. Available by day, week, month or seasonal lease. Ph. 2761.

SEE OR CALL US For rentals - apartments - Houses

MUNHOLLAND & CO.
1059 N. Palm Canyon Dr.
Phone 3673

GARDEN APARTMENTS available Oct. 1. Two well furnished, 1 bedroom apartments, with fireplaces. Lease. Easy walking distance to town. 564 S. Calle Encilia.

FURNISHED studio, furnished or unfurnished 1, 2 and 3 bedroom apartments. Pool. Reasonable. Season or year. Phone 3448, 1005 N. Indian.

MODERN, clean, air conditioned apartments. Walking distance. Reasonable. Weekly, monthly or yearly. Television available. Phone 9095.

FURNISHED or unfurnished, 1 and 2 bedroom apartments. Pool, TV, carpeting, Bermuda Palms, 1675 S. Indian Trail. Phone 6476 or 6478.

MODERN 1 bedroom apt. completely furnished, linens, dishes, TV connection, utilities paid. South end residential area. Phone 3518.

WALK to town from nice studio apartment \$80 month. Nice yard, large closet and kitchen. 291 Athel St. Ph. 4586

FURNISHED 1 BEDROOM, electric kitchen, air cooled, close in, reasonable lease, 362 N. Palm Canyon Drive, Ph. 5252.

LARGE STUDIO apartment. Fireplace, linens, etc. \$65 month. 31781 Calle Jessica and Dattel, Shangri-La Palms.

ATTRACTIVELY furnished apartment, season or yearly rental. 1419 San Jacinto Way. Phone 5178.

1 BEDROOM furnished apartment, pool. By year or season. Phone 5417.

FURNISHED apartment, cooler, fireplace. Close to Farmer's Market. Ph. 8-3281 or 8-5213.

NICELY furnished, single and double, \$750 - \$850 season. Rancho Mirage 846-07.

LARGE 2 bedrooms, furnished, carpeted. Phone 4969 or see 689 S. Palm Canyon.

2 ROOMS and bath furnished, patio, shade, cooler. Phone 3256. Women preferred.

\$12.50 WEEK and up. Center of town. Private baths and kitchens. Phone 2957.

LOVELY GUEST house, 1 or 2 persons, brand new, furnished, very close in. Ph. 5638.

2 NEW APARTMENTS, furnished, close-in. 435 N. Marcus Road.

DELUXE STUDIO APARTMENT PHONE 3818

Houses for Rent 46

LAS PALMAS ESTATE AVAILABLE October, November, December. South patio, heated paddock pool. Gardener and maintenance, 4 family bedrooms and 4 baths. Separate servant or guest quarters. \$1000 per month. Phone owner at Newport Beach, Harbor 3932J or Palm Springs 3862.

2 BEDROOM furnished. Patio, garage, fenced. Excellent location and view. Owner, 247 Raquet Club Road. Ph. 4081.

CLARK REALTY & INSURANCE AGENCY 68-762 Broadway Cathedral City

CELEBRITY'S

MODERN HOME in beautiful setting, 3 bedrooms, exquisitely furnished, lanai and large POOL. Beautifully landscaped and walled in. \$500 month. To January. 1574 Via Soledad. Phone 5392.

Houses for Rent 46

UNFURNISHED modern apartments, close in. 1 bedroom, \$90, annual lease; 2 bedroom, \$115, annual lease. Open every afternoon, 664 So. Camino Real or phone owner anytime. Office 3555 or res. 8-5752.

SPACIOUS 3 room, nicely furnished guest house for 2 employed people in quiet exclusive district, twin beds, range, refrigerator, utilities paid. 2 blocks from town. Reasonable by season or year. Ph. 3132.

2 BEDROOMS furnished, upper duplex, lovely view, private sun deck. Adults, no pets, \$100.

CLARK REALTY Insurance Agency 68-762 Broadway Cathedral City

FURNISHED beautiful modern 3 bedrooms, 2 baths, large living room, fireplace, baby grand piano, year lease, \$150 month including all utilities. Near Smoke Tree Ranch, adults only. Phone 6831.

FURNISHED and unfurnished apartments \$75 month and up. Furnished houses \$125 month up.

AMY NELSON 2277 N. Palm Canyon Drive Phone 4627

FOR SEASON, 3 room cottages, on bus lines, spacious grounds, \$75 per month. 2 people, no children, no pets. Also 2 bedroom cottage. Ph. 2621.

RENTALS UNFURNISHED one bedroom apartments \$85 month, 2 bedrooms \$100. Furnished singles and doubles \$60 and up. Phone 5370 — BOZE

2 BEDROOM unfurnished house, 1050 Tamarisk Road, \$75.00. Also new 3 bedroom 2 bath, same block on Caballeros. Keys at 1054 Tamarisk.

CABIN FOR RENT. Electric refrigerator, shower, etc. For couple \$35 month for season. First and last months rent. 70210 Hiway 111, ph. 8-3398.

DUPELEX. Electrical equipped. Furnished. Adjacent to Thunderbird. Quiet. Will lease for 70210 Hiway 111, ph. 8-3398.

BEAUTIFUL HOME Will share, or rent room to responsible business person or couple. TV, patio, privacy. Phone 7491.

\$85 PER MONTH, one bedroom furnished house, all electric suitable for two adults only. 410 San Rafael Road (north end). Telephone 2269.

4 BEDROOM, 4 1/2 bath ranch with television and stable, on large piece of land, for sale. See your broker or call 4384.

Furnished single or double cottages. Child welcome. Utilities furnished. Naley's Court. 698 1st, Cathedral City

THREE ROOM cottage, \$60. furnished. Phone Desert Hot Springs 42274 between 5 and 7 evenings.

5 ROOMS, 2 large bedrooms. Nice furniture. Garage. 524 S. Calle Santa Rosa.

HOUSE, garage, fenced yard. 525 S. Calle Encilia. Inquire 610 S. Calle Palo Fierro.

UNFURNISHED two bedroom house, \$100 per month on yearly lease. 2096 S. Palm Canyon. Phone 4187.

OWNERS' attractive two bedroom home. Completely furnished. 545 So. Calle Santa Rosa.

Attractively furnished guest house, suitable for one. \$70 per month with utilities. Women only. Phone 6166.

SEASON, 3 room furnished cabin, close in, spacious lawn. \$75 month. Phone 2621.

Furnished 4 room house in center. Clean, modern, reasonable. 328 N. Calle Encilia.

FURNISHED, attractive 3 bedroom, 2 bath house, 541 Calle Amigos. Phone 4388.

UNFURNISHED house for lease, 2 bedrooms and carport, near high school. Ph. 5189 or 4338.

3 BEDROOM, 2 bath, everything furnished, patio, garage. 615 North Calle Marcus.

3 BEDROOMS, 3 baths, nicely furnished, carpeted, walled, garage. Phone 6921.

ONE TWO-BEDROOM house, furnished. One one-bedroom house, furnished. Ph. 8-3524.

2 BEDROOMS, 2 nice tile baths, furnished, carpeted, walled, barbecue, garage. Ph. 6921.

FURNISHED guest house for two. Phone 6120.

Household Goods 50

ATTENTION NEWCOMERS! Our Low Overhead Saves You Money. It Will Pay You To Drive Out and Shop This Way Side Store.

SMART, modern solid ash bedroom group. Large 6 drawer Mr. and Mrs. dresser with plate glass mirror, bookcase headboard, 2 night stands, guaranteed inner springs mattress and box springs, complete price \$249.50. This can be purchased on small weekly or monthly payments.

MAPLE finish 6 drawer chest \$39.50. Hotel Biltmore inner spring mattress \$22.50. box springs to match \$19.95.

SMART black wrought iron furnica top dinette set \$59.50 (table and 4 chairs)

SUNDAY AND EVENINGS BY APPOINTMENT

Maher Furniture

6 Miles North out Indian Avenue at North Palm Springs Ph. Desert Hot Springs 4-2616

Trailers for Sale 51

1954 ROADMASTER trailer, 45 ft. Built-in TV and record player. 36" Wedgewood gas range — stainless steel top, 20-gal. water heater, garbage disposal. Complete with ramada. On beautifully landscaped lot. Specially priced. See Irvin Marchand, Lot 52, Horizon Trailer Village.

35 foot Pan American, \$3450, excellent condition, cooler, awning, oil barrel, 2 butane tanks. First sold December '52. Lot 128, Ramon Trailer Park, Ella Merritt. Phone 7757.

LOT B60 — 27 foot Glider house trailer, toilet, panel ray heat, excellent condition, bargain for cash. E. Campbell, Rancho Trailer Park.

COTTAGE trailer, awning, refrigerator, beautiful location. Mori Scott, Rancho Trailer Park.

1954 KIT — 12 foot trailer, like new. \$695. Low down payment. Call Palm Desert 76-3283.

1954 SPARTAN, 43 foot, two months old, cooler, 30 foot awning. Nice lot. H. Weber, 3rd St. Ramon Trailer Park.

24 FOOT Vagabond, clean, good condition. A bargain. Phone 9091.

SPACIOUS bedroom apartments, close in, quiet, completely furnished. 593 Calle Abromia.

TWO WHEEL luggage trailer, 3 1/2 x 6, spare tire. Phone 9091.

Misc. for Sale 60

To Settle Estate 8 PIECE Italian period dining set, 1 antique China cabinet, 10 rare Chinese pieces, 3 Chinese rugs, old China and other articles, bedroom furniture. 2 houses, 769 E. Theodore St. Banning, California.

RESTAURANT EQUIPMENT Blodgett 3 deck oven \$400 M.J.M. Potato Peeler \$150 Weber walk-in box, 8x6x8, all metal \$750 Phone Beaumont 2824

LUGGAGE trailer, \$85; 4 Roll-away bed and new mattress, \$12.50; 2 folding canvas chairs, \$2 each, see after 3 p.m. 935 1st St. Cathedral City. Phone 8-4105.

ALLIS CHALMERS Model C tractor, like new, hy. lift, over size tires, disc and spring tooth harrow. A real buy at \$550. Phone 84207.

STUDIO couch, mattress and springs, miscellaneous furniture, electric cash register. Reasonable. Monte Vista Apts.

ELECTROLUX The cleaner you never have to empty. Sales, service. Ph. 6122.

DESK, \$7; vacuum, 8" dishes, \$4 set; washer, \$10. 365 East Alejo Road.

MALT and Coffee Shop equipment for sale. Priced very reasonable. Phone 8-4264.

PATIO FURNITURE, painters equipment and paint, garden tools, electric toaster. Ph. 7523

Beautiful ivory leatherette covered piano, \$150. Good condition. Ph. 7504 after 12 noon.

Pets-Poul-Livestock 65

MUST destroy if GOOD homes not found for 4 month old kittens. Phone 3807.

Used Cars for Sale 70

'54 FORD custom line 4 door sedan, Fordomatic, all extras. Executive car, under 4,000 miles. See Van. Ben Cowan Ford. Phone 2272.

1954 OLDSMOBILE Super 88, 4 door sedan. Executive car. Very low mileage. A real buy. PLAZA MOTORS 182 E. Arenas Rd. Ph. 5122

1949 CADILLAC "62" 4 door sedan, Radio, heater, hydramatic, local car, \$1095. PLAZA MOTORS 182 E. Arenas Rd. Ph. 5122

Used Cars for Sale 70

6000 MILES OR 6 MONTH WARRANTY

1953 CHEVROLET

Convertible, Powerglide, radio, heater, light blue color. Like new. \$1895

1950 OLDS

"98" Convertible, Hydramatic, radio, heater, white top, new seat covers. A steal at \$1195

1949 MERCURY

Convertible, Radio, heater, new seat covers. Very clean car. \$895

1949 CHEVROLET

4 door. A very good buy. only \$695

1947 PLYMOUTH

Station wagon, Radio, heater, excellent transportation. \$495

Palm Springs Lincoln-Mercury

335 Sunny Dunes Road at South Palm Canyon Phone 2301

'48 CHEVROLET, 4 door, new motor overhaul, radio, heater, spotlight, good condition. 1371 San Lucas Road.

1954 CADILLAC Convertible, Iris blue, all extras. Must sell. Phone Indio 7-3475.

NICE '50 Plymouth convertible. Highest offer, will take trade. Phone 7827.

Legal Notices 75

CERTIFICATE OF BUSINESS FICTITIOUS FIRM NAME THE UNDERSIGNED do hereby certify that The Desert Florist conducting a Flowers and Gifts business at 444 N. Palm Canyon Dr., City of Palm Springs, County of Riverside, State of California, under the fictitious firm name of The Desert Florist, 435 N. Indian Ave., Palm Springs, California, is composed of the following persons, whose names and addresses are as follows, to-wit: DELIA HALORAN, STATE OF CALIFORNIA) COUNTY OF RIVERSIDE) ss. ON THIS 7th day of September A.D. 1954, before me Fred C. Weigel, a Notary Public in and for said County and State, residing therein, duly commissioned and sworn, personally appeared Della Haloran, known to me to be the person whose name is subscribed to the within instrument, and acknowledged to me that she executed the same. I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.

NOTICE TO CREDITORS No. 16029 ESTATE OF HERBERT W. MUNSON, Deceased. NOTICE IS HEREBY GIVEN, by the undersigned, GRANT M. MUNSON, Executor of the estate of Herbert W. Munson Deceased, to the creditors of, and all persons having claims against, said deceased, to file them with the necessary vouchers in the office of the Clerk of the Superior Court of the County of Riverside, State of California, or to exhibit them with the necessary vouchers to the said executor at the undersigned's residence, at 444 North Palm Canyon Drive, in the City of Palm Springs, in the County of Riverside, State of California, on or before the first publication of this notice.

STATEMENT required by the Act of August 24, 1913, as amended by the Acts of March 3, 1915, and July 2, 1946 (Title 39, Uniform Gifts to Minors Act, Sec. 233) showing the ownership, management, and circulation of The Desert Sun, published each Monday and Thursday, except June, July and August when published Thursday only, at Palm Springs, California, for the period October 1, 1954.

1. The names and addresses of the publisher, editor, managing editor, and business managers: Publisher—Oliver B. Jaynes and Ward J. Risvold, 174 N. Palm Canyon Dr. Editor—Oliver B. Jaynes, 1111 Calle de Maria, Palm Springs. Managing editor—R. F. Graettinger, 450 Avenida Olancha, Palm Springs. Business manager—Ward J. Risvold, 1818 Mesa Dr., Palm Springs.

2. The owner is: Oliver B. Jaynes, 1111 Calle de Maria, Palm Springs.

3. The known bondholders, mortgagees, and other security holders, owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities: Carl B. Bann, 1638 N. San Geronimo, Banning, Calif.

4. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: 3665.

5. Sworn to and subscribed before me this 24th day of September, 1954.

FRED C. WEIGEL (Seal) My commission expires Aug. 11, 1958

NOTICE OF ELECTION ON FORMATION OF THE PROPOSED CATHEDRAL COMMUNITY SERVICES DISTRICT AND FOR THE ELECTION OF THE FIRST BOARD OF DIRECTORS.

NOTICE IS HEREBY GIVEN to the qualified electors residing within the boundaries of the proposed Cathedral Community Services District, that an election will be held on Tuesday the 19th day of October, 1954, for the formation of a community services district, said district to be known as "Cathedral Community Services District". The purposes for which said district is to be formed are the equipment and maintenance of a police department or other police protection to protect and safeguard life and property, the collection and treatment or disposal of sewage, waste

Legal Notices 75

Entrance of the County Court House in the City and County of Riverside, State of California, for the purpose of interest conveyed to and now held by them under said Deed of Trust in the proposed subdivision of the City of Palm Springs, State of California, described as follows, to-wit:

Lot 6 of THUNDERBIRD RANCH, as shown by Map on file in Book 21, page 39 of Maps, Records of Riverside County, California.</

Junior Hadassah Regional Rally to Convene in City

The Pacific Coast Region of Junior Hadassah is holding its annual coast regional convention at the Palm Springs Biltmore this coming weekend, October 1, 2, 3, with around 100 expected to attend.

Estelle Samson, convention chairman and past president of the Los Angeles Junior Hadassah, reports groups will be here from Seattle and San Francisco and the four units in Los Angeles.

Besides election and installation of officers there will be presentation of regional awards. A highlight of the conclave will be the Israeli fashion show. Invited speakers include: Mrs. Peckelner, regional president; Mrs. Leeson, senior Los Angeles president; Mrs. Weiss, chairman of the Youth Commission; Rabbi Leon Goldberg; Fred Massarik, director of the Youth Council; Natalie Stone, junior national vice president; and Frances Miller, regional president.

Girls between 18 and 25 are invited to join.

MUSEUM

By DR. C. E. SMITH
Desert Museum Director

We reported several days ago the names of confirmed speakers; add now Arthur Bailey of Smoke Tree Ranch.

Among the titles of programs, without naming the associated speakers, are Tales and Trails of the Desert, The Search for the Black Orchid, Mexican Sidelights, and California South of the Border. There are others, but these will serve to whet your appetites.

The Museum will have two Cahulla houses—one, of the temesca type, is almost framed up now; the other, a jacal type, is being thatched. Both will have ramadas.

Thanks to Bill Breitweg, humane officer, for the silvered tortoise, we now have 10 of the beasts being kept healthy and sassy by the kind contributions of Eric Walker, produce man of one of our larger food stores.

Welcome to three new members: Mr. and Mrs. Ralph M. Wood, and Mrs. Frank H. Hilton.

Naval Reserve

Officer School

Deadline Oct. 14

Deadline for enrolling in the new Naval Reserve Officers' School at Chaffey College has been announced as October 14, the fifth meeting of the course. Reserve officers interested in the program may visit classes on Thursday evenings, tonight, Oct. 7 and Oct. 14, and sign up at those times if they desire, according to Capt. Herman Reich, of Palm Springs, director. Courses available on a college level in Engineering, Gunnery, Navigation, O.O.D. Seamanship, Operations, Supply Afloat, and Orientation to Command offer credit toward both promotion and retirement. Classes meet at 7:15 p.m. every Thursday in the North Hall of Chaffey high school.

Zaddie Bunker and her sister Henrietta Parker attended the G.O.P. rally in the Hollywood Bowl to hear President Eisenhower speak Thursday evening and stayed overnight in Pasadena with the Fredericks Stoehrs. The Stoehrs are both pilots and had just returned from the east where they attended the air races.

We Hope Our Bells

Will Ring Merrily

for the new

Ramon Drug

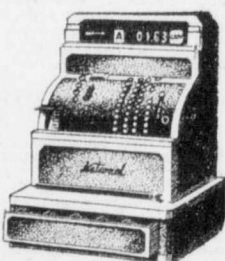
during and after

YOUR

GRAND RE-OPENING

—Delpha and Claude

Thompson



Palm Springs

Cash Register

& Stationers

472 N. Palm Canyon Dr.

PHONE 2367

Scouts, VFW Auxiliary to Stage Rummage Sales

Two Rummage sales will be held in the Village this week.

Friday and Saturday Troop 77, Kiwanis troop, Boy Scouts, will have their sale with headquarters at the east end of the Plaza. Vernon Baumgardner, their Scoutmaster, will be in charge.

Saturday, the Ladies' Auxiliary of Veterans of Foreign Wars, will conduct a one-day Rummage sale at Emma Specter's employment agency, 208 North Indian avenue. Mrs. George Tomkins is chairman of the Auxiliary.

All articles not sold at either sale will be donated to Our Lady of Guadalupe Catholic church.

The person paying the most for any article at the Scout sale will be given a year's supply of

eggs, the award to be made at the Auxiliary sale, Baumgardner said.

Obituary

SAM SCHWARTZ

Funeral services for Sam Schwartz, 54, Los Angeles, brother of Abe Schwartz, 1675 Indian Trail, will be conducted at 2 p.m., today, Thursday, September 30, at Groman Mortuary, 830 West Washington boulevard, Los Angeles.

He died of a heart attack Sunday, September 26. He had been active in business in Los Angeles for the past 30 years. Other survivors besides his brother are his widow, Betty, a son, Norman, both of Los Angeles, and a daughter, Mrs. Marjorie Millman of Spokane, Washington.

PALM SPRINGS, CALIFORNIA The Desert Sun—8c
Thursday, September 30, 1954 and PALM SPRINGS NEWS

Sincere Good Wishes

to the new

RAMON DRUG

on its

GRAND RE-OPENING

Micro Midgets, Polo Ground Arena

PROMOTER SLIM KAHL

ARROW BODY & PAINT SHOP

66-361 HIGHWAY 111

PHONE 7458

Sun Classified Bring Quick Results

Good Luck, Neighbor!

We Extend Our Hand in Welcome to the

NEW RAMON DRUG

and Wish You All the Best on the Occasion of Your

GRAND RE-OPENING!

BILL KOLPACOFF

PAINTING SERVICES

PHONE 2479

Rear 444 South Indian Avenue

Box 718



Tenderized the
MANNING WAY
with scientifically
fed cattle.

THIS IS A CHALLENGE — TRY TO BUY BETTER MEAT THAN MANNING'S BEEF SOLD AT VILLAGE MARKET

SMOKED HAMS

RATH or HORMEL
Tender, Mild and Sweet

Whole or
Shank Half

59¢
lb

MANNING'S LEAN GROUND BEEF

39¢
lb

GROUND FRESH EVERY HOUR



MANNING'S TENDER & JUICY

Cube Steaks 79¢ lb

CENTER CUT — Succulent, Delicious

Pork Chops

79¢
lb

U. S. CHOICE BONELESS, ROLLED

Lamb Shoulders

69¢
lb

You'll wish you had more!

KINGAN INDIANA

Sliced Bacon

59¢
lb

POULTRY

CUT-UP, READY FOR THE PAN

Fresh Fryers

48¢
lb

FISH

FANCY CHINOOK

Salmon Steaks

67¢
lb

STOKELEY'S — Giant 46-oz. UNSWEETENED GRAPEFRUIT JUICE 25¢

TROPICAL — 20-oz Jar

STRAWBERRY JAM

39¢

SUNSHINE — 1-lb.

KRISPY CRACKERS

25¢

BISQUICK — 2½-lbs.

39¢

HERSHEY'S — 1-lb.

CHOCOLATE SYRUP

19¢

PRIORITY — 6-oz.

CHUNK TUNA

29¢

BORDEN'S, Instant — 1-lb.

HOT CHOCOLATE

45¢

GERBER'S Strained

BABY FOODS

3 for 25¢

VETS — 15½-oz.

Dog Food 3 for 22¢

Tastewell Margarine — 21¢

Challenge Butter 69¢

½ Gallon — Carnation Deluxe

ICE CREAM 89¢

Giant CHEER

Regular CHEER

69¢

29¢

SUNRIPE — No. 1 Tall Tin

Jumbo Olives

25¢

CRISCO — 3-lbs.

SHORTENING

89¢

Cock o' the Walk — 1-lb., 13-oz.

PEARS Bartlett Halves

35¢

FROZEN FOODS

OCEAN GARDEN — 12-oz. pkg.

Fresh Frozen

SHRIMP

69¢

RUPERT — 1-lb. Skinless

COD FILLETS

32¢

New SIMPLE SIMON 7" — Serves 4

Boysenberry, Apple, Cherry

Frozen Fruit Pies

39¢

TREESWEET — 6-oz.

ORANGE JUICE 2 for 33¢

ERLAND'S — Stems and Pieces

MUSHROOMS

2-Oz. — 2 for 29¢

4-Oz. — 28¢

FRESH PRODUCE

EXTRA FANCY

JOHNATHANS

2 lbs. 25¢

LONG GREEN

CUKES

3 for 10¢

SWEET SPANISH

ONIONS

3 lbs. 10¢

DELICATESSEN

DELICIOUS SALADS IN PLASTIC CONTAINERS

POTATO SALAD

COLE SLAW

VEGETABLE SALAD

FRUIT SALAD

29¢
each

BOLOGNA

SLICED OR PIECE

39¢
lb

SWISS CHEESE

SLICED OR PIECE

59¢
lb

SLICED SMOKED SALMON

LASCO—8-oz.

75¢
lb

Sweetheart Soap

1c SALE

Regular 4 bars 21¢

Bath size 4 bars 33¢

Diet Beverages

NO-CAL, 12-oz. 2 for 29¢

Dietonic, 16-oz. 2 for 39¢

Starlet, 29-oz. 29¢

CALIROSE

Halves — Freestone

PEACHES

1-lb., 13-oz.—27¢

1-lb. — 19¢

Above Specials for

Thursday, Friday and

Saturday

Sept. 30, Oct. 1 - 2

ALL ADVERTISED ITEMS

SUBJECT TO STOCK

ON HAND

Weekdays:

9:00 A.M. to

8:00 P.M.

Sundays:

9:00 A.M. to

6:00 P.M.



441 So. Palm Canyon Drive

Phone 7932 or 9055